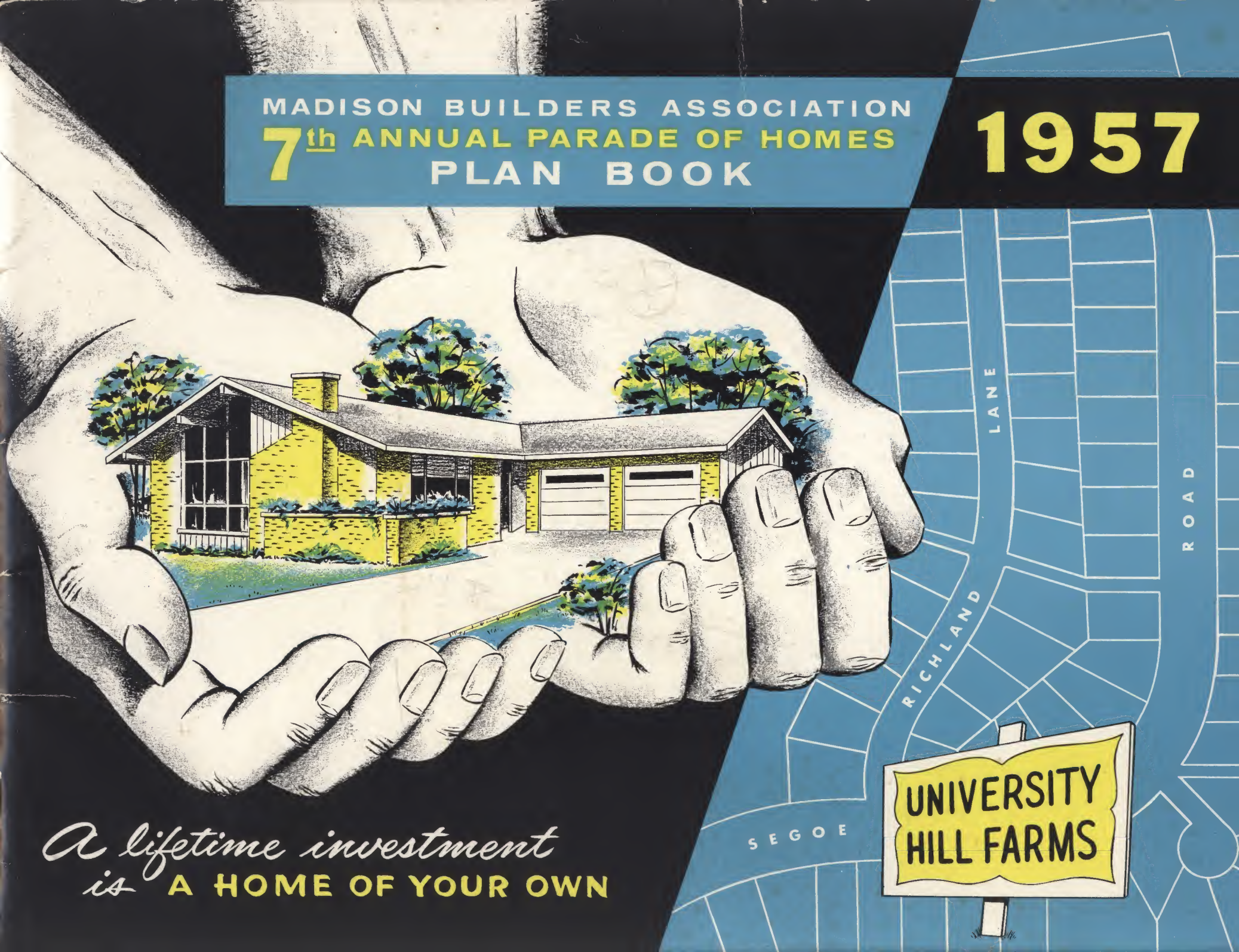


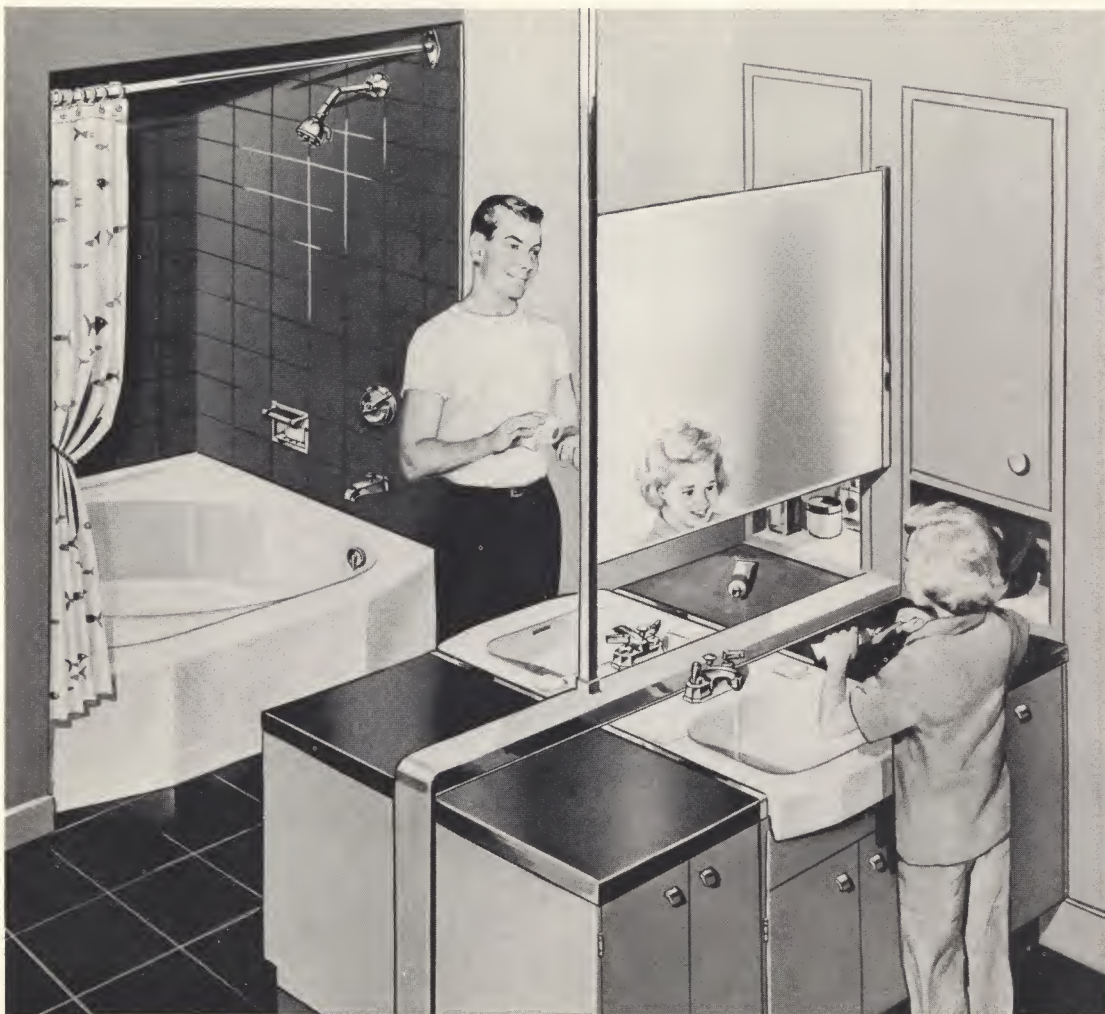
MADISON BUILDERS ASSOCIATION
7th ANNUAL PARADE OF HOMES
PLAN BOOK

1957



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Welcome to

**MADISON'S SEVENTH ANNUAL
PARADE OF HOMES**

This Plan Book, produced by the Madison Builders Association, is intended to aid and assist you on your tour through our Seventh Annual PARADE OF HOMES.

In this Annual Event the participating Builders have attempted to show what is new and different in home construction and design and display any practical ideas in Home Building. In the 1957 PARADE OF HOMES you will find on display more than one-half million dollars (\$500,000) worth of model homes for your leisurely viewing. The show window of the Home Building industry has become the accepted and ideal way of seeing for yourself what's new in a Home.

The participating Builders and members of the Madison Builders Association are hopeful that as you view this PARADE OF HOMES you will find many ideas to enlarge your living experience.

The 1957 Parade of Homes Committee

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Stanley Bokelmann

Math Rauch

Byron Jevne

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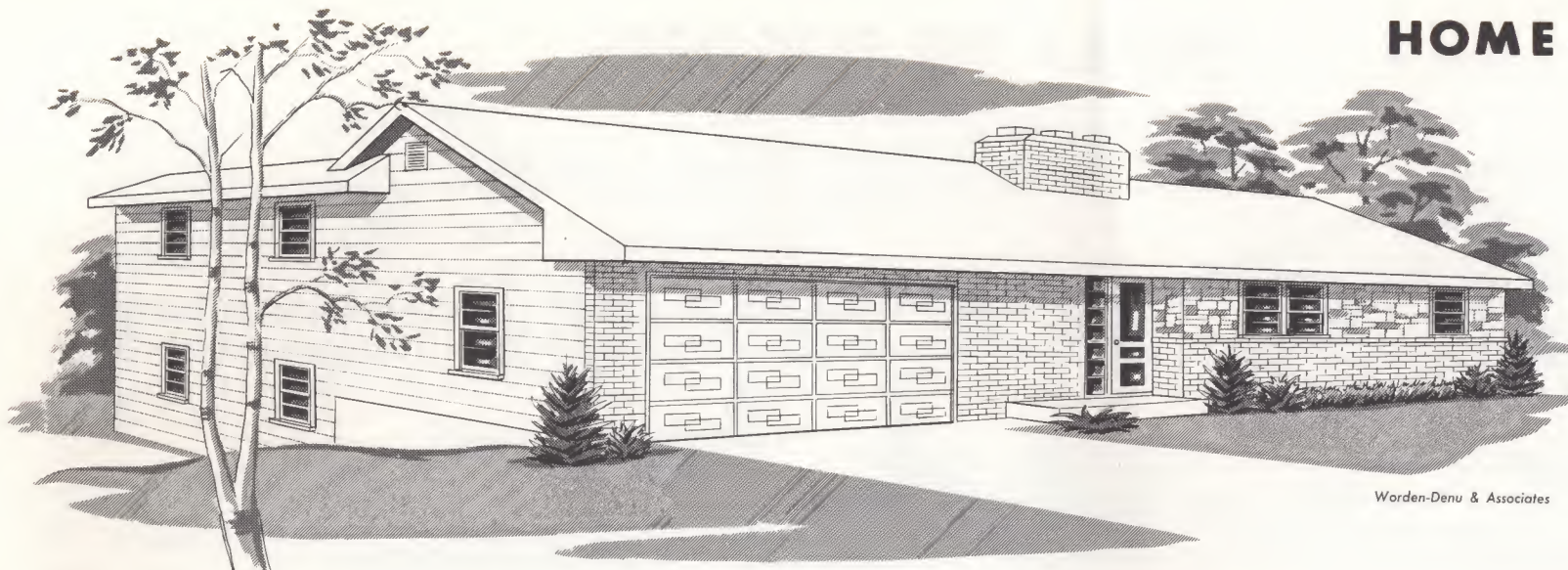
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Madison

*The Association Built for Madison
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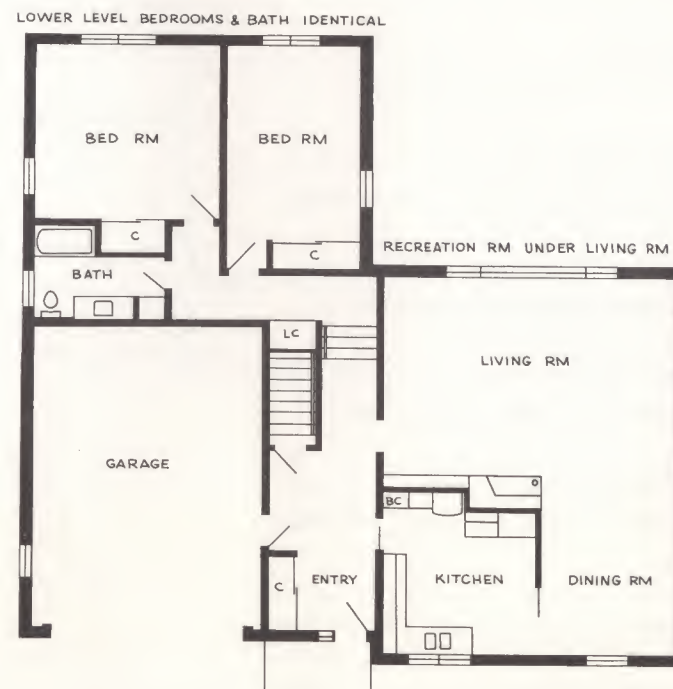
*It's
Fun to Save
and Have*

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Worden-Denu & Associates

This cleverly designed contemporary styled tri-level home has many outstanding features. There is something different about this home with the bedrooms up and down to the rear forming the tri-level. Notice the two convenient bathrooms on both bedroom levels, with vanities, linen closets and large mirrors. There are four large bedrooms with large wardrobe closets in each. On the main level is a dream kitchen, with all the modern built-ins; large dining room with built in buffet and a beautiful living room with corner fireplace, paneling, bookcases and a wonderful view out the large picture window, of a beautiful swimming pool in the rear yard, and the surrounding countryside. There is a large two car garage to the left of a central entranceway which leads directly to half flights of stairs up and down to the bedroom levels. Another half level down is a finished recreation room with tile floor, fireplace and rear entrance leading out to a beautiful yard and swimming pool. Adequately wired and with base-board hot water heat, this is another distinctive and quality built home by Bewick.

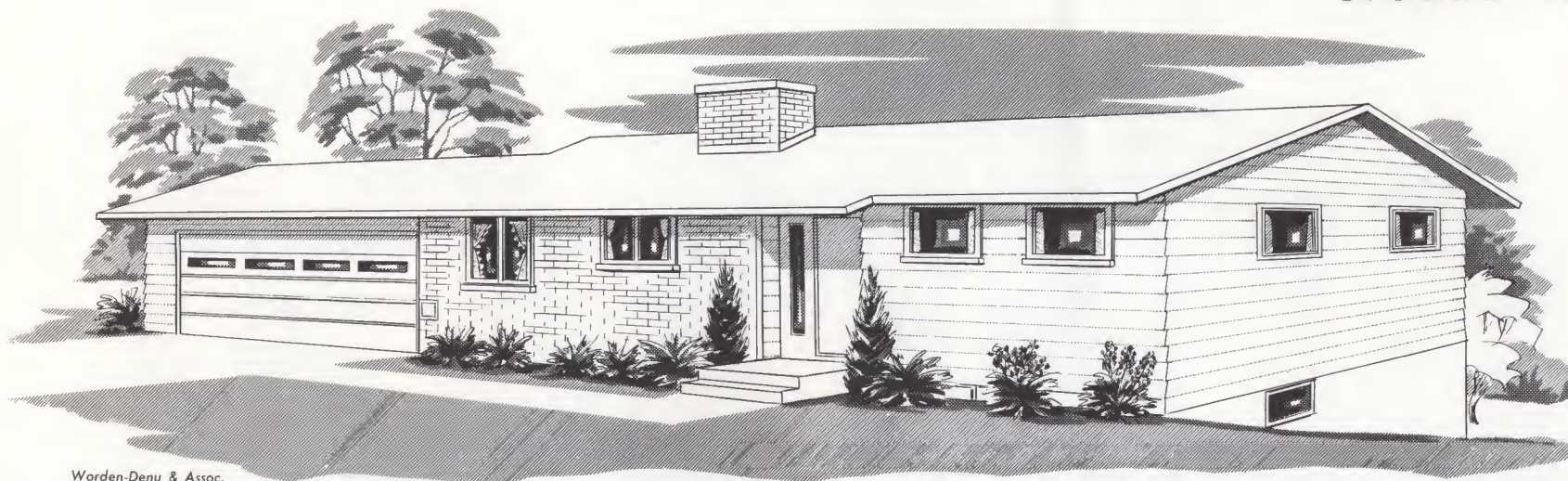


HAROLD BEWICK, Builder, 4345 Keating Terrace CE 3-7061

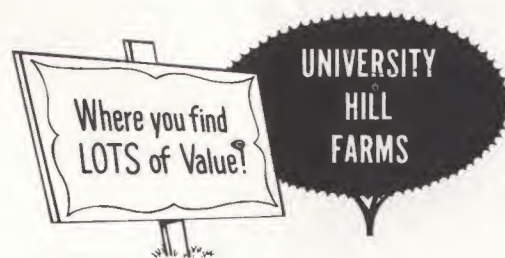
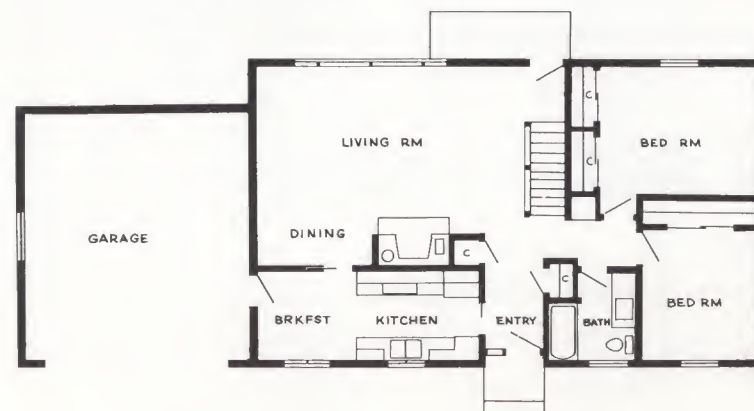
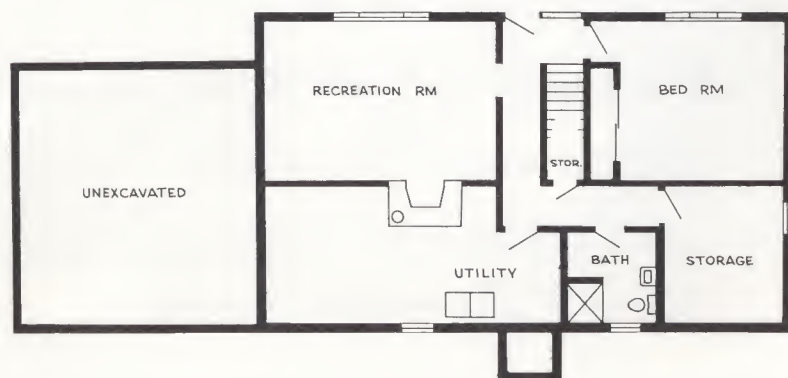
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HOME NO.



Worden-Denu & Assoc.



CLIFFORD KOLBERG, Builder, 4501 Wakefield St. CE 3-8088

DON'T DO



Don't just page through the want-ads and phone blindly to find out the price or location of a home. Chances are, all you'll get is a lot of disjointed information and you probably won't even know if the prices quoted are fair.



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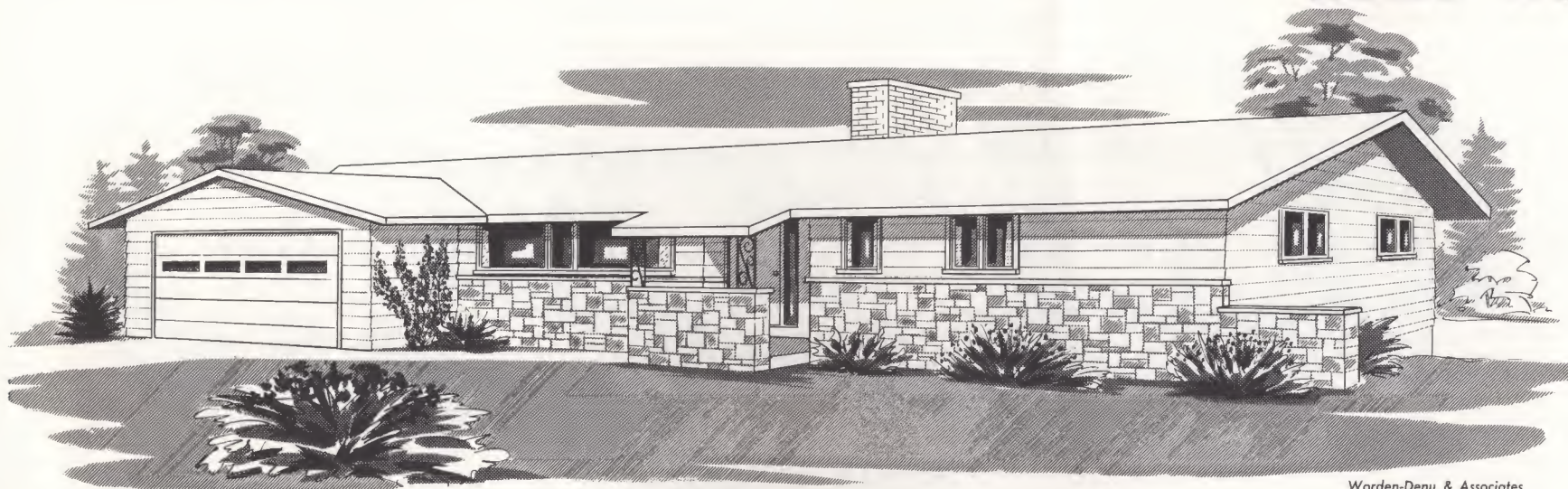
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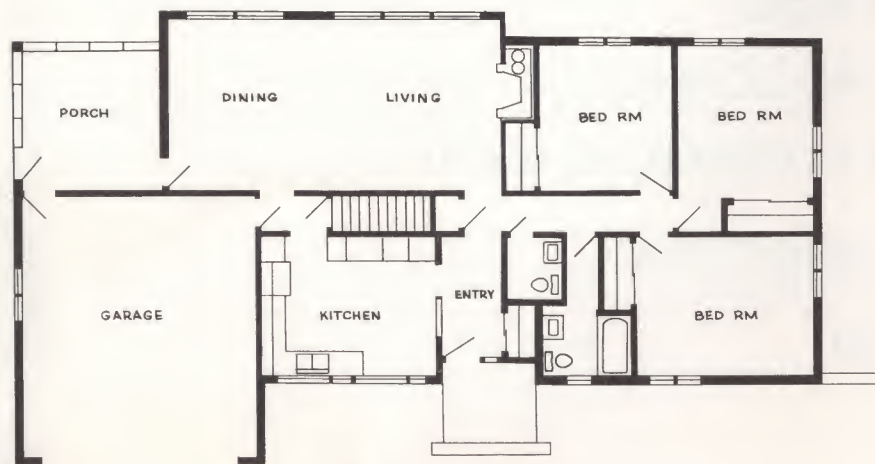
Madison, Wisconsin

Phone CHerry 4-2439

HOME NO.



Worden-Denu & Associates



UNIVERSITY
HILL
FARMS

A large living room to the rear of this extra large three bedroom home of modern design overlooks beautiful Sunset Village. The living room fireplace and the front of the house are both of Tennessee stone.

Another key interest in this new home is the year 'round porch and family room. The windows throughout the entire house are thermopane.

To the front of the house with a view of the new school is an expertly designed kitchen with all the built-ins, a large hard tile bath and a convenient half bath.

In the basement there is a 12 by 40 recreation room for family activity. This room has a fireplace and half bath. A few steps out of the recreation room and you are on a patio designed for outdoor living.

This home is adequately wired and telephone planned and has ample closet space.

We welcome you to visit our home with its 1550 square feet of living floor space and two car finished garage.

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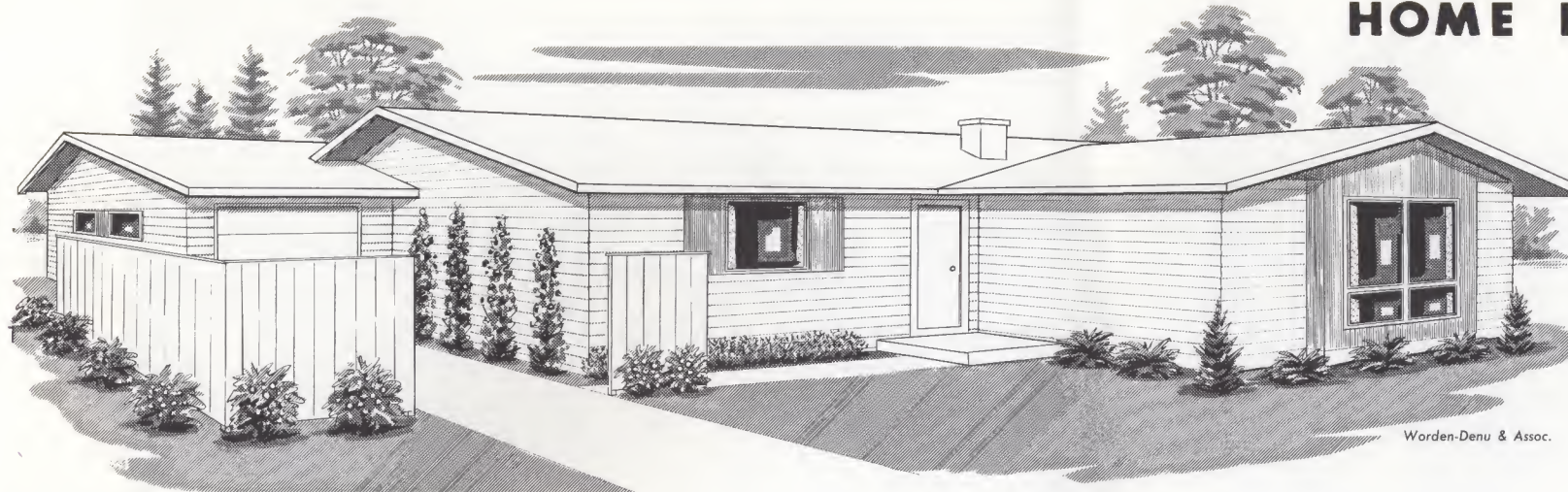
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HOME NO.

4

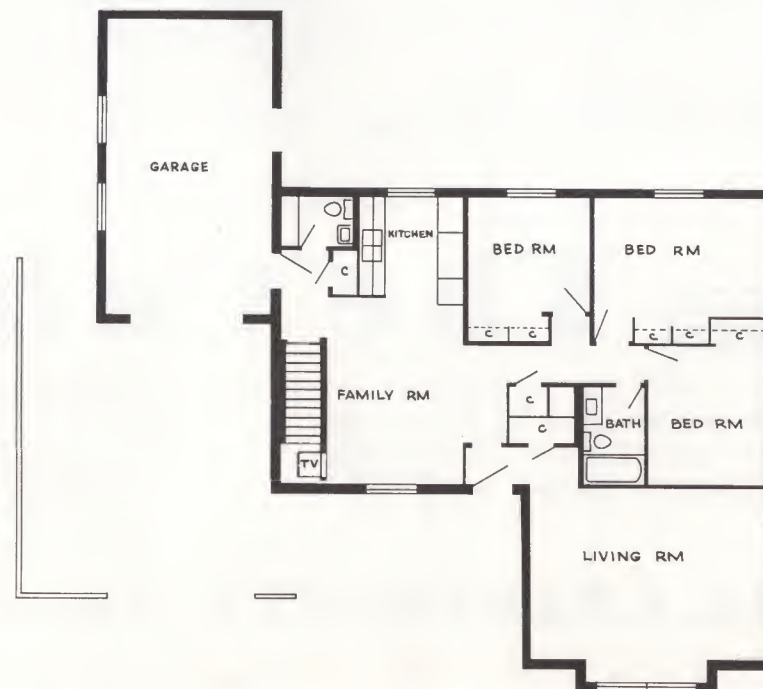
1957 PLAN BOOK



Here's a home to suit every family of every temperament, large or small! Combining the spaciousness of traditional mansions with the convenience of modern open planning, the Place Engineered home provides a means for self-expression of every member of your family.

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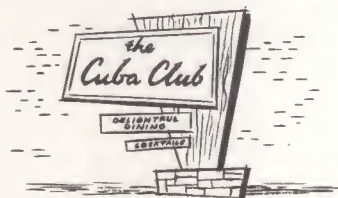
DANE BUILDERS, Lester C. Six, 4910 Ascot Lane, AL 5-8666



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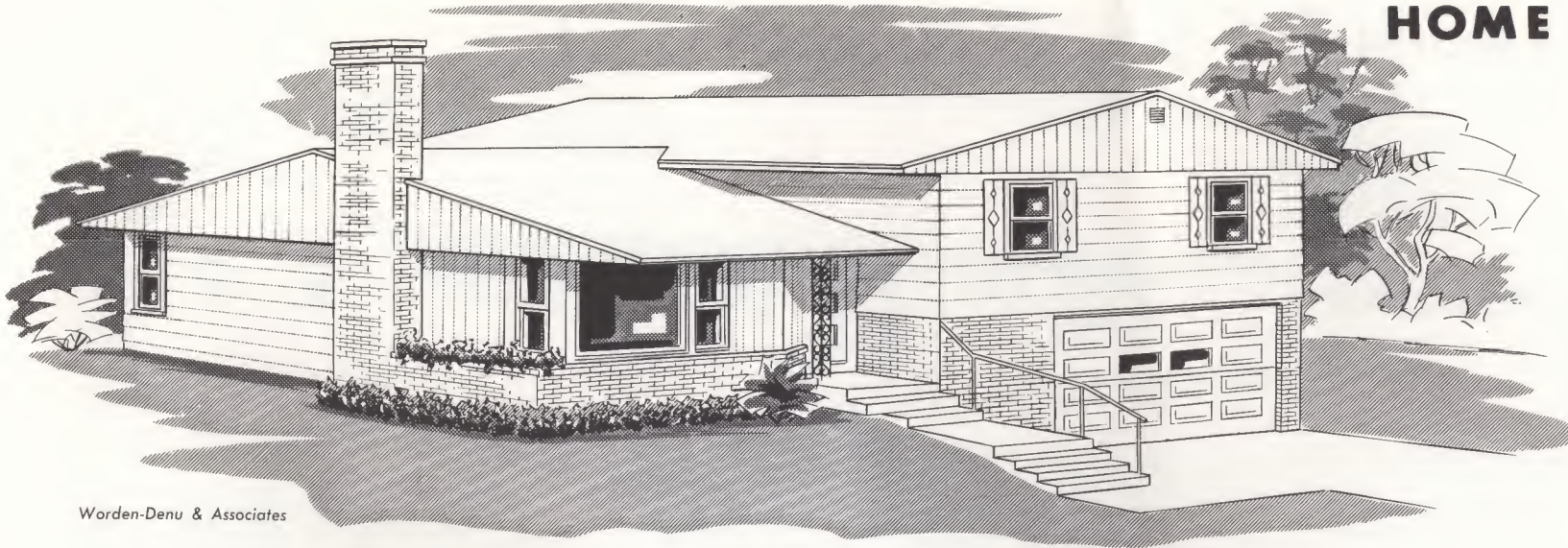
Ample parking for over 100 cars

The Cuba Club wishes to congratulate the Madison Builders Association on its fine display of new homes in the 1957 Parade of Homes.

HOME NO.

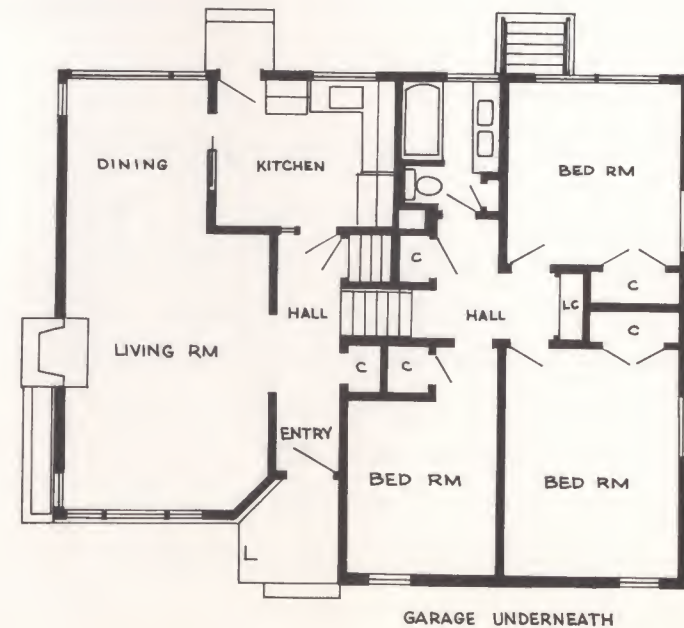
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1957 PLAN BOOK



Worden-Denu & Associates

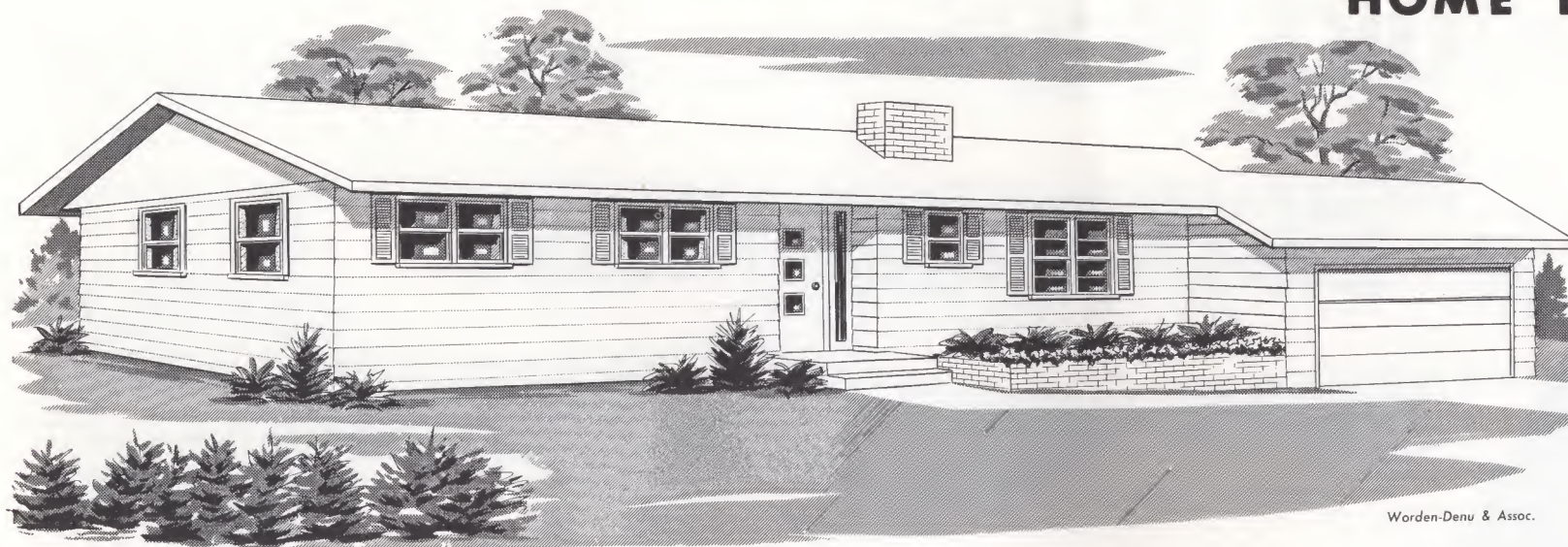
Four levels and all fully useable make this moderate sized split-level home ready for convenient living. A fully excavated basement provides heater, laundry and workshop areas. The second level is occupied by an extra deep two car garage, an office and lavatory. Next comes the living level. The kitchen features a built-in range and oven, garbage disposal and eating area. The sunken living room has a fireplace and there is a full dining room. A few steps up we have three large bedrooms with plenty of closets, bath with two sinks, built-in vanities and ceramic tile. Truly a home for comfortable family living.



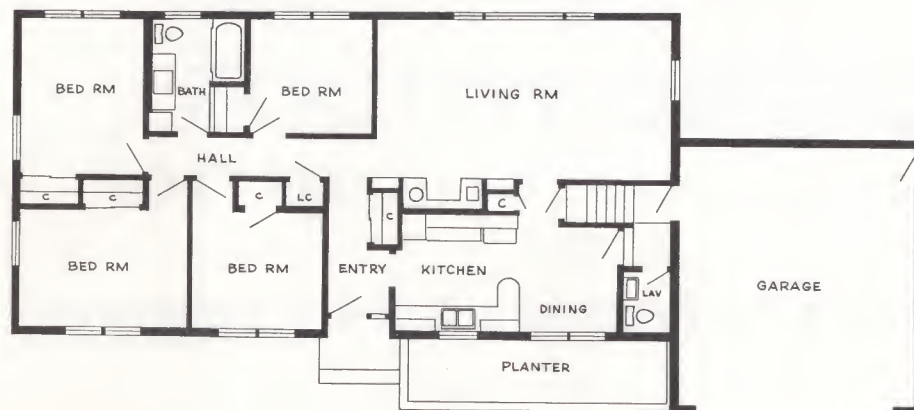
HENRY PEISS, Jr., Builder, 4806 Tocora Lane CE 3-9602

NOTES ON HOUSES

HOME NO.



Worden-Denu & Assoc.



4 bedrooms, 1398 square feet

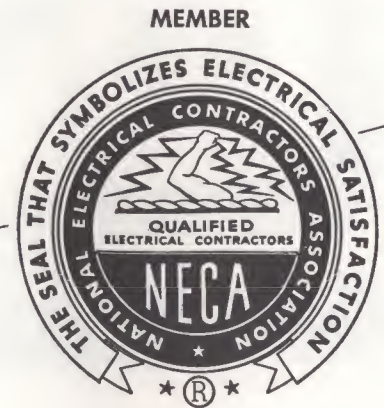
The 1957 Stenjem Rambler—a luxury home in the middle price range designed for the large family. Note the fine circular floor plan with the extra half bath located off the rear hall, the large kitchen with “built-ins” and the two car garage. Finished in beautiful blond oak with its bookcases and two fireplaces, the Stenjem Rambler is a home that you will long remember in the 1957 Parade of Homes.



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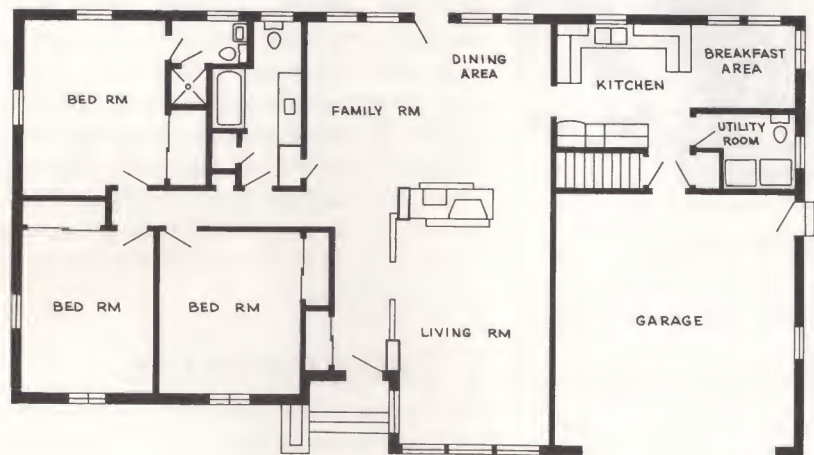
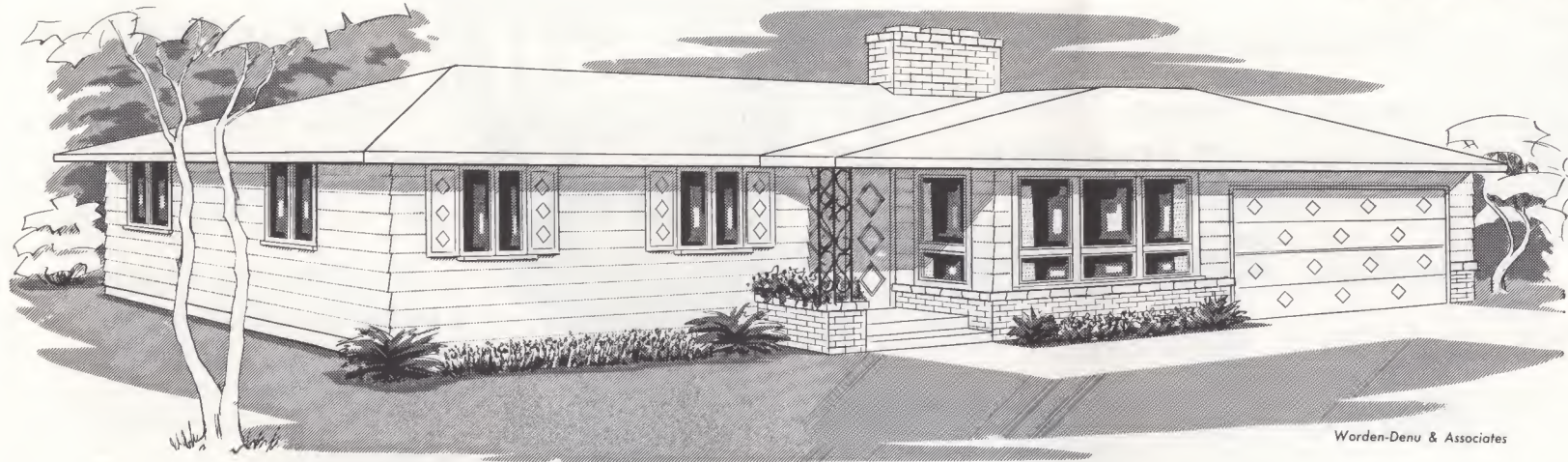
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It has been said that "any home without a family room is obsolete"!

This outstanding custom-built, one-story home built to hug the ground has all the features needed for modern family living. The family room with barbecue, 2½ bathrooms, laundry on main floor, and patio give proof of this statement.

The separation of the living area from the sleeping area is an added feature in this 2,150 sq. ft. home. Note the massive fireplace, carefully styled tiled baths, and the abundance of closet space in the entries and bedrooms.

A quality house all the way—you will have a life time of comfortable modern living in this "Way Constructed home."



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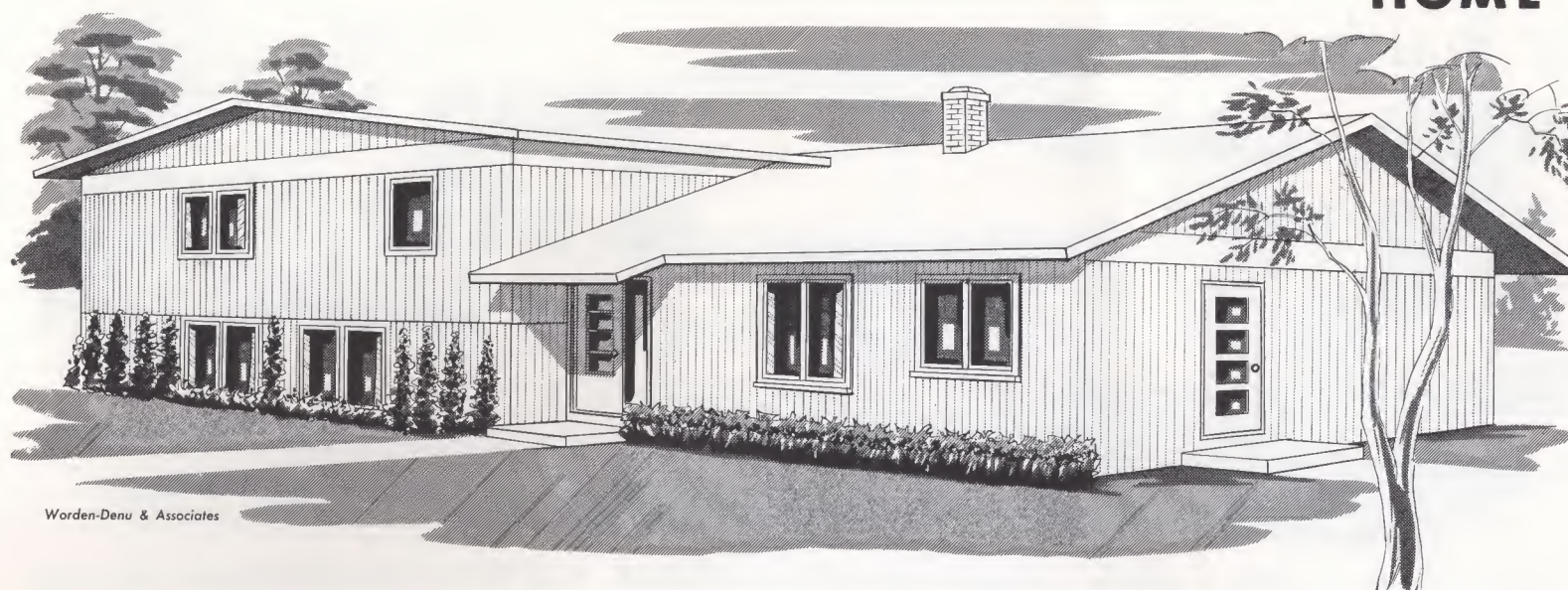
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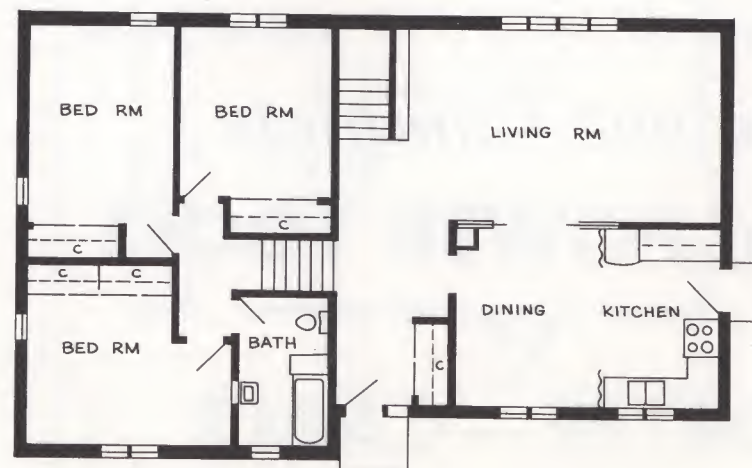
Phone AL 5-0077

HOME NO.



Worden-Denu & Associates

The roomy central hall affords ready access to all parts of this tri-level three-bedroom house in the medium-price bracket. More than adequate space is provided at minimum cost in each of the living, sleeping and play areas. The rear on-grade entrance provides easy access for children coming from school or play without tracking through any other portion of the house. Space is wisely provided for the future addition of a garage if desired. Note the spacious full-access closets and the open planned living and eating areas which can readily be closed off on more formal occasions. We invite you to view the manner in which paint, wallpaper and mahogany trim have been combined to achieve the warmth of a truly livable economical home.



ROBERT R. SHAW, Builder, 1401 Whitney Way CE 3-7603

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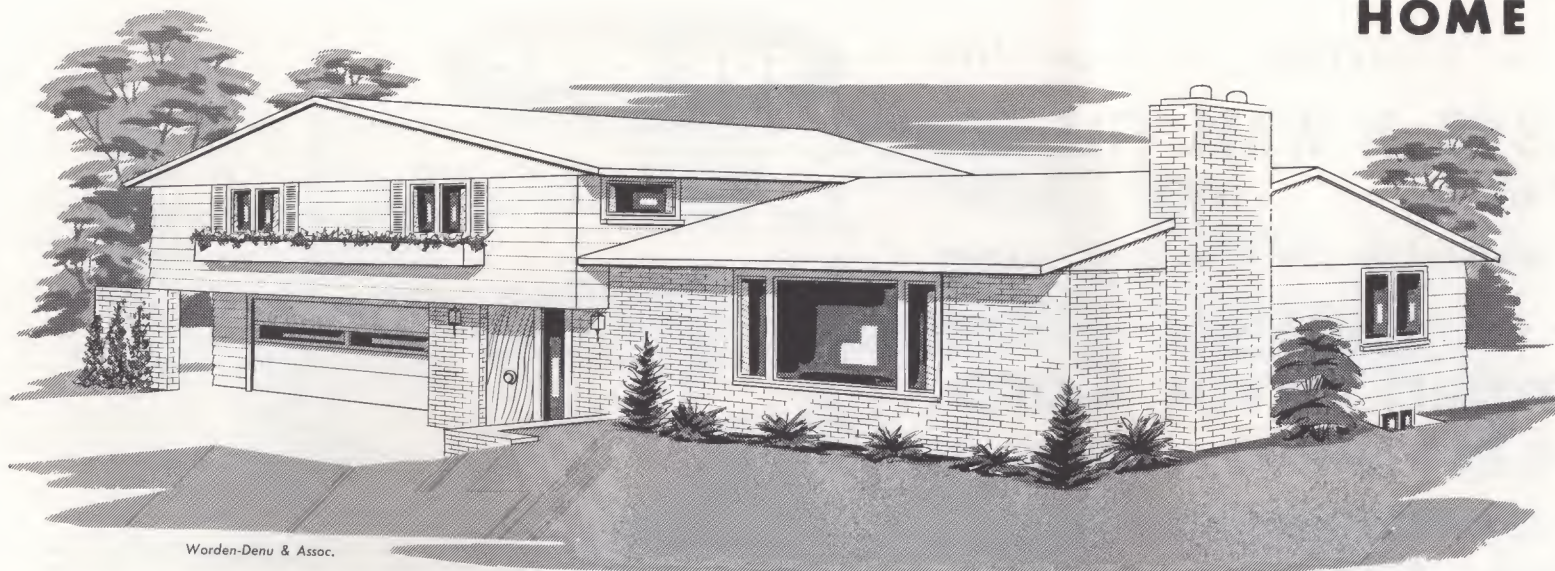
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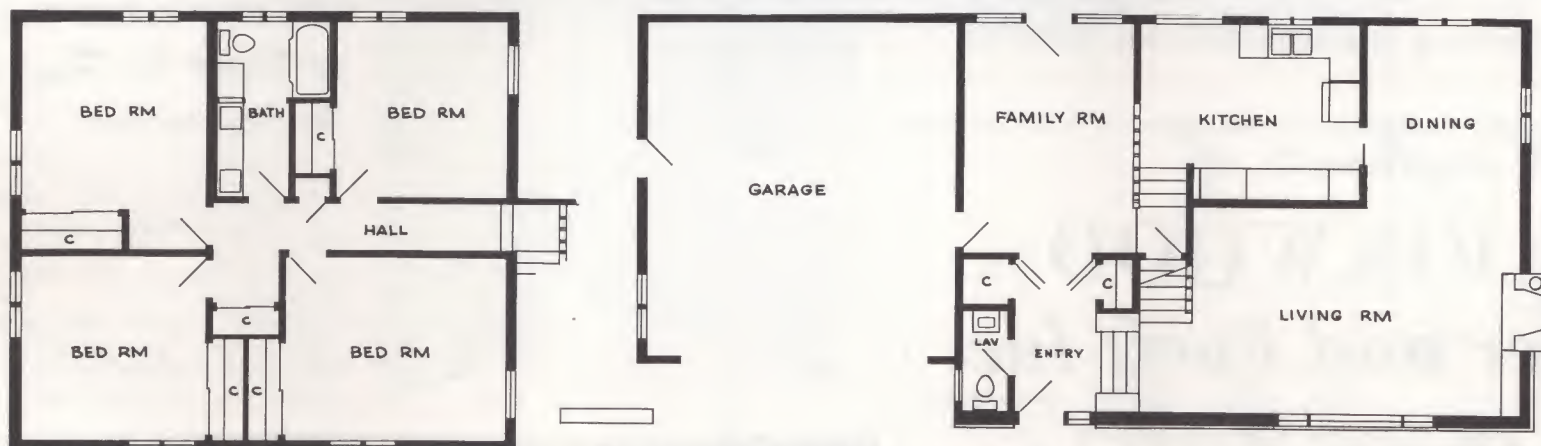
626 S. Park St.

AL 5-4704

HOME NO.



Worden-Denu & Assoc.



This home is designed for luxury living for the most discriminating modern home owner. Four bedrooms with large built-in closets, generous linen storage, and the new trend split bathroom make up the upper level. For maximum comfort separate heating controls are in living and sleeping areas. On the main level is the kitchen which is designed for beauty as well as convenience. The open construction is a boon to mother as she can keep an eye on the children in the family room which is on a lower level. The el shaped living room and dining area features a roman brick fireplace and bookshelves. Beautiful planters accent the steps down into the spacious front entrance with its two closets and adjoining powder room. Distinctive styling and beauty make this an outstanding home.



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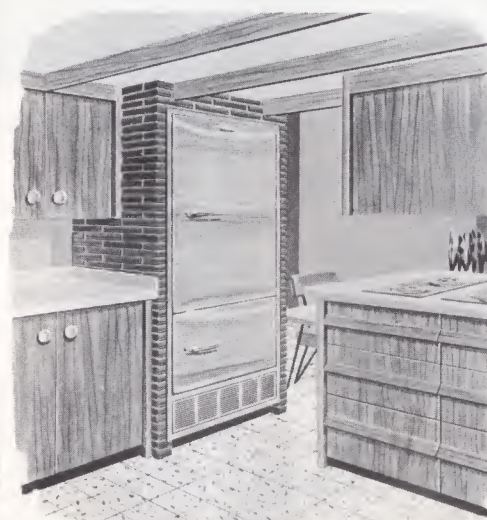
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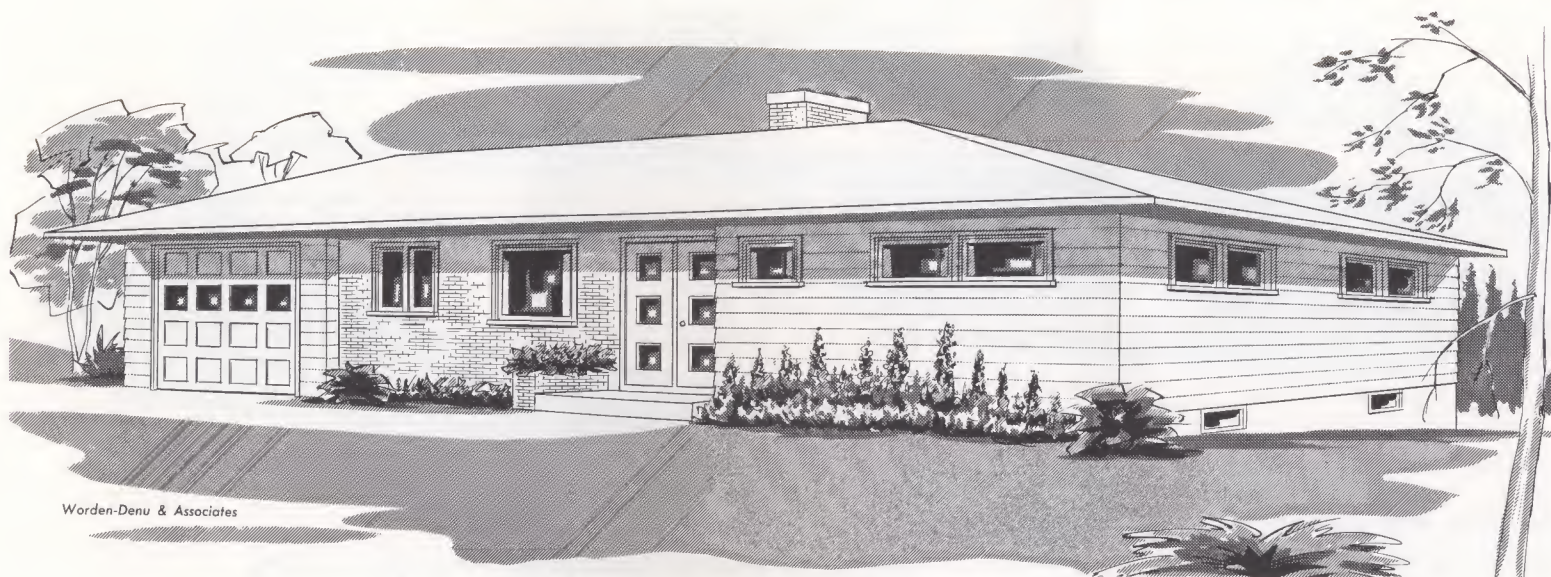
You'll be thrilled with the beauty . . . the sparkling color—these stunning new built-in refrigerator-freezers contribute to your kitchen. They've all the latest features for convenience, efficiency and flexibility . . . they're functionally designed, self contained, ready to build into your kitchen. A wide choice of models is available for every kitchen need and space.

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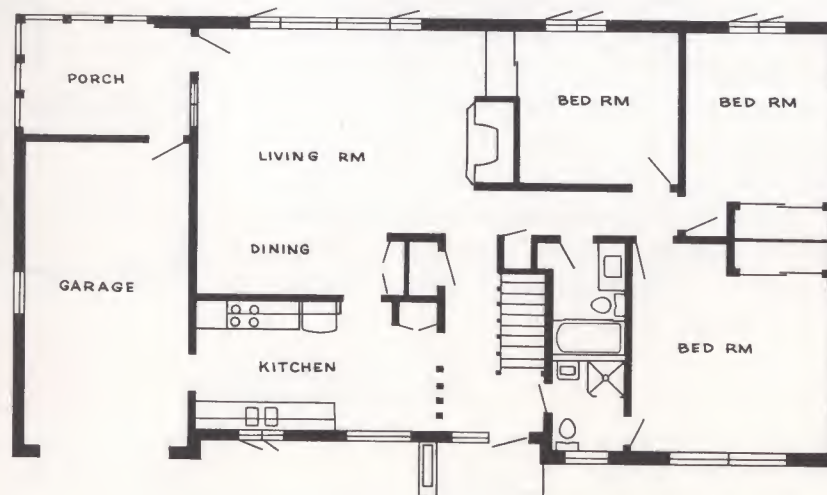
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Worden-Denu & Associates

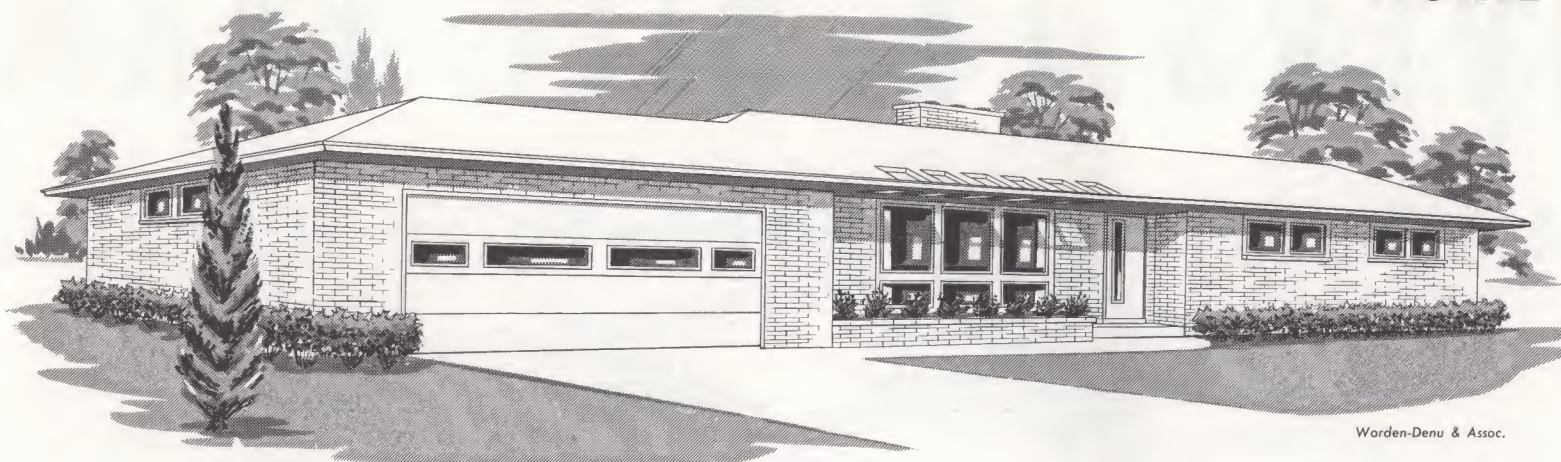
This year's Parade home is a fine example of our custom homes properly designed and orientated to fit the site. Central hallway provides direct access to all rooms, including the lower level family room. The location of the lavatory is convenient for daytime use, and at night provides a private bath for the master bedroom. Inspection of this home will show the features and quality of our homes at a price among the lowest.



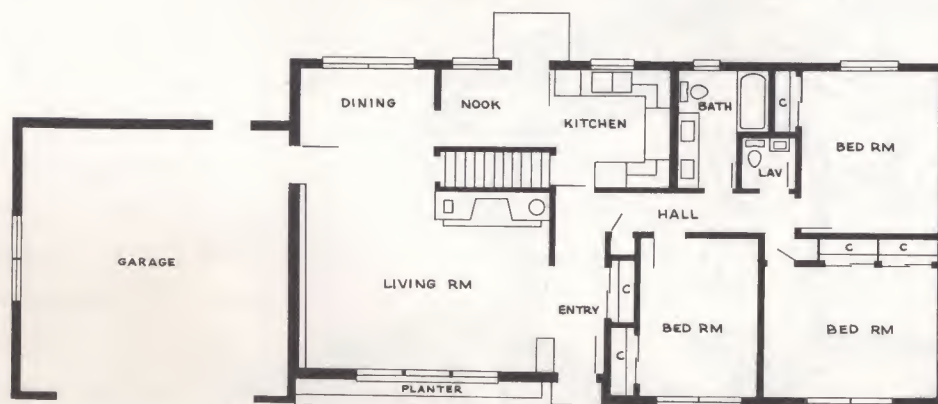
BYRON JEVNE, Builder, 4247 Mohawk Drive CE 3-8069

NOTES ON HOUSES

HOME NO.



Worden-Denu & Assoc.



Solid masonry walls, combined with conventional interior and roof framing, bring something new to this year's Home Show. Outside, the soft blend of SCR brick enhances the rambling lines of this three bedroom ranch house. Inside two fireplaces, built-in range and oven, ceramic tile baths, and full air conditioning are only a few of the features incorporated in this quality home. Attention is sure to be focused on the living room with its combination of exposed brick wall, flexview windows, and mellow toned mahogany paneling around a truly different fireplace.

MORE FEATURES

Adequate wiring—Adequate lighting
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Lavatory and W.C. in basement
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Tennessee stone planter

Double garage with walls of finished brick
Custom built cabinets with lazy susan
Vanity with double lavatories and ceramic top
Colored fixtures
Garbage disposal
Full block basement

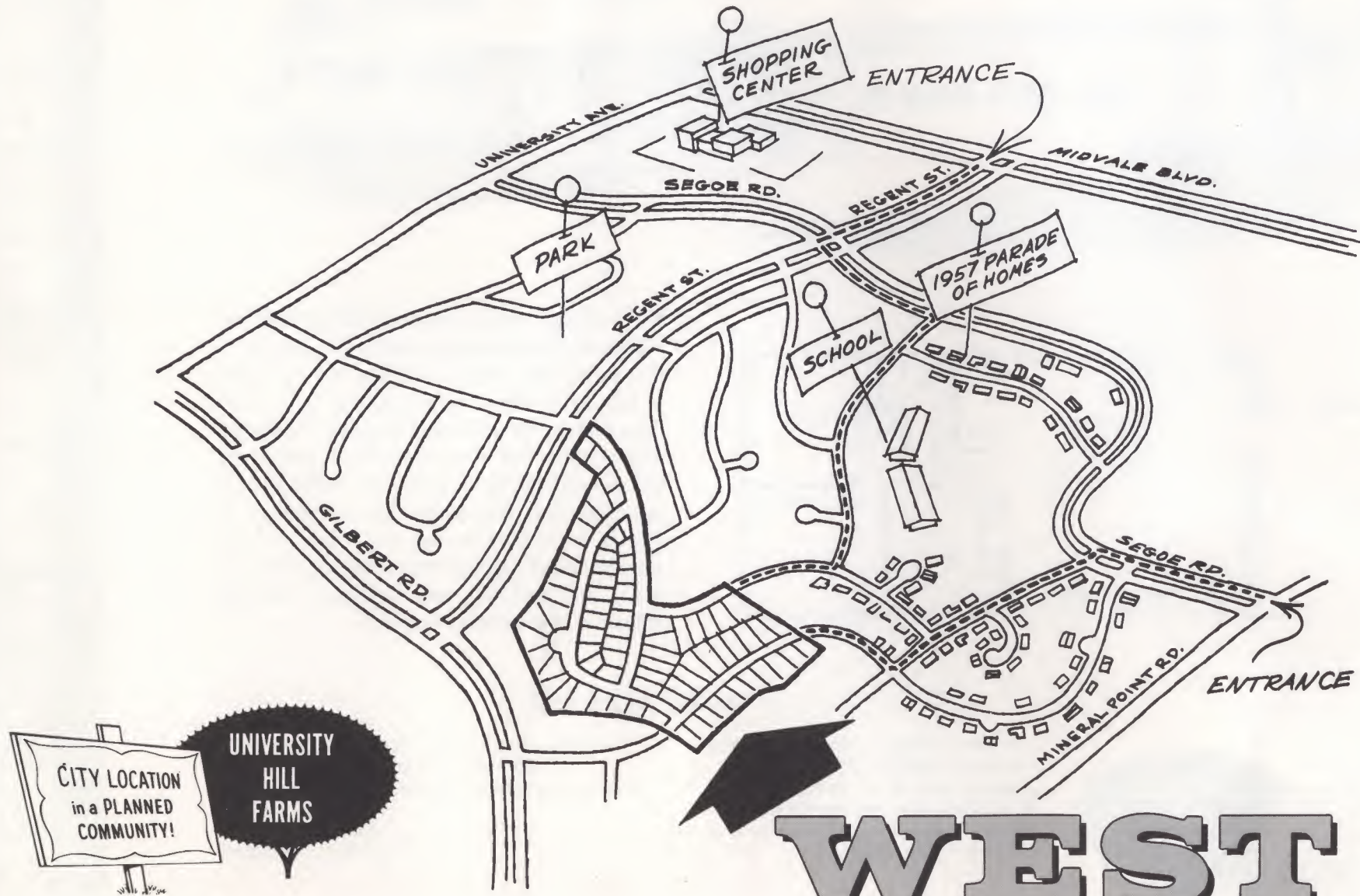


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RIDGE MASONRY, Builder, 5714 Dorsett Drive CE 3-4051

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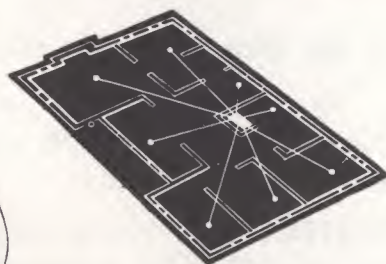
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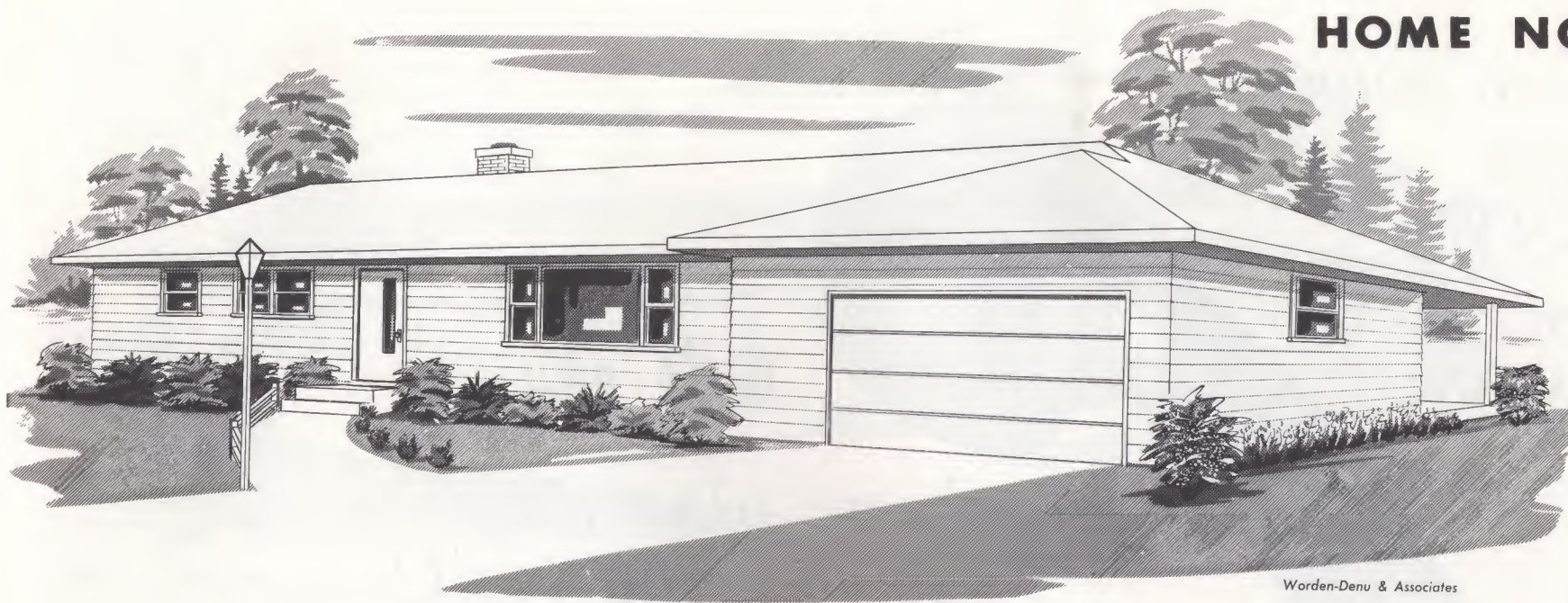
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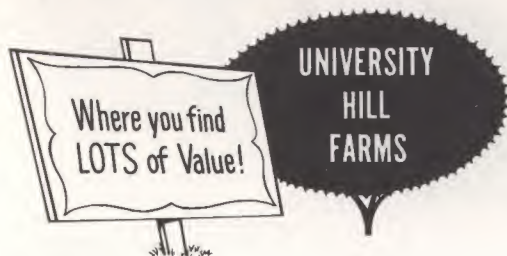
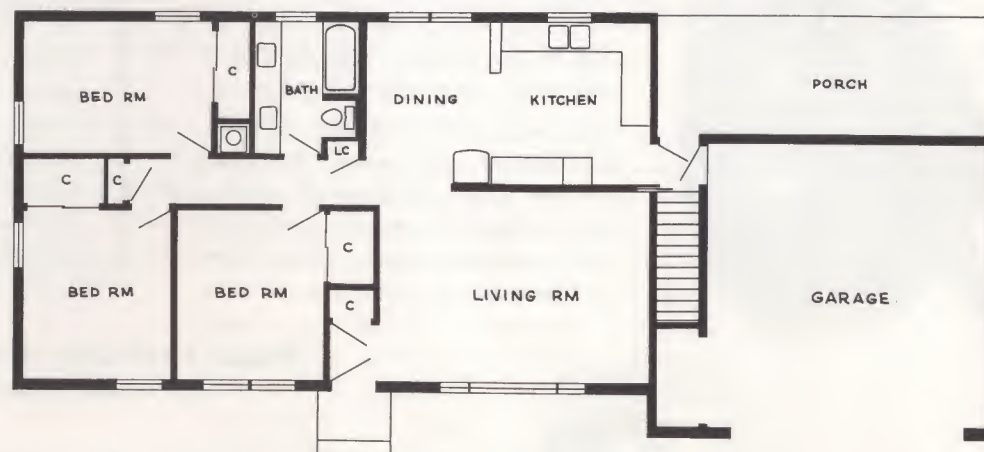
ALpine 5-4521

HOME NO.



Worden-Denu & Associates

This substantial ranch style home is planned for convenient living. The two car garage has ample storage space. The large kitchen has built-in Hot Point appliances and superior cabinet work with a spacious porch opening at the rear. There are three large bedrooms with walk-in closets. The ceramic tile bath has a luxurious vanity with twin bowls. This house, designed with simplicity and practicality, demonstrates quality which invites comparison.



PETE BEEHNER, Builder, 5708 Bridge Road AL 7-3253

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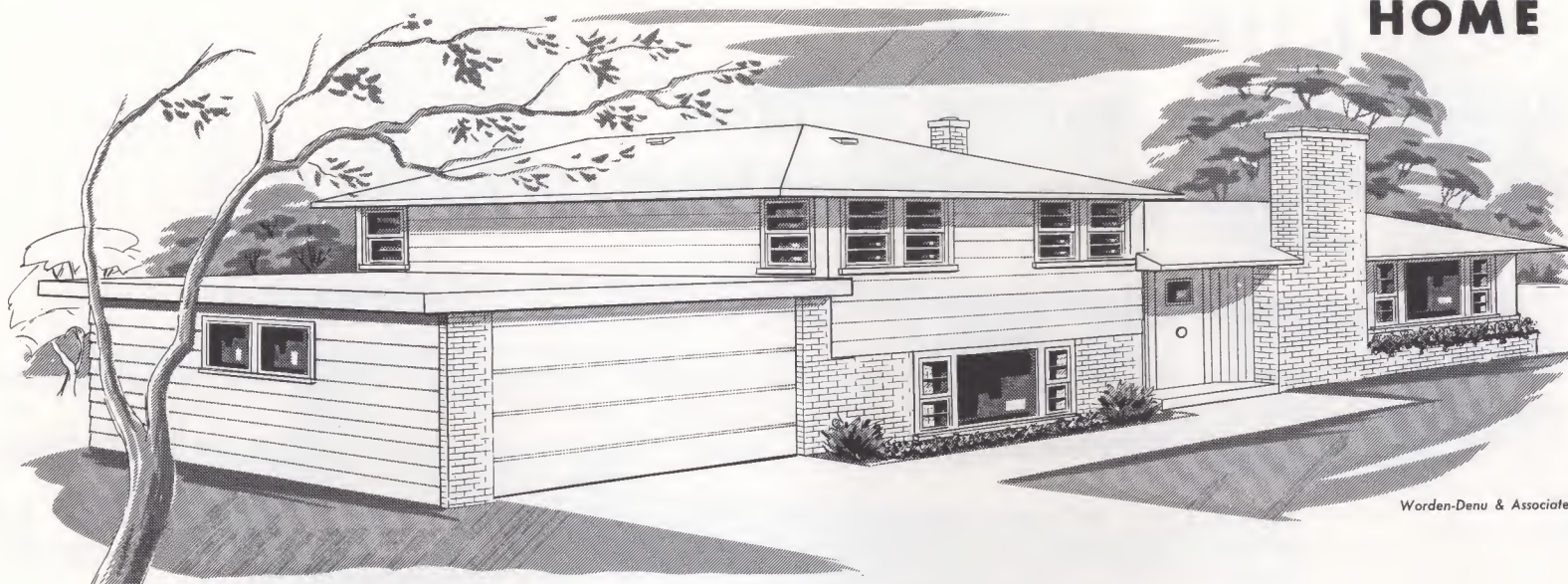


BEDROOM telephone

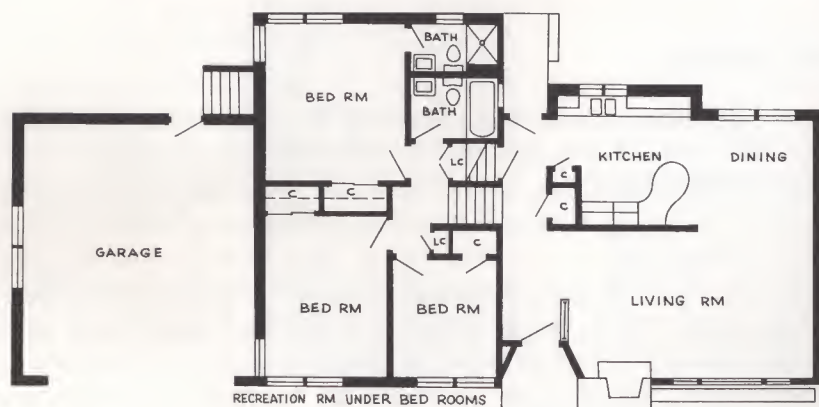


the UTILITY ROOM or
WORKSHOP telephone

HOME NO.



Worden-Denu & Associates



This home was designed and built for the utmost in living enjoyment and has many appealing features. It is one of the few multi-level homes that offer a basement for storage or workshop in addition to the three levels for living enjoyment. The main and upper level includes living room with Tennessee Stone fireplace, dining area and beautiful "All hardwood Coppe's Napanee Kitchen" complete with built-in appliances, designed and installed by "Kitchen Mart," featuring copper appliances and tile, snack space and vinyl flooring. There are three bedrooms, plentiful closets, two ceramic tile baths with colored fixtures and built-in vanities. The lower level includes laundry with door access to the outside which can also be used as the ever popular mud room so much in demand today. It has an adjoining lavatory, plus a large family room with fireplace, thermopane window and tile floor. Other features of this house are plastered walls, birch trim, zone controlled heat for each level, and a two car garage. Inside and outside it is a home that is hard to beat for beauty and practical design.



UNIVERSITY
HILL
FARMS

CARL MOSCHKAU, Builder, 1221 Wingra Drive AL 5-8381

IT PAYS TO BUY YOUR HOME

From A Member of the Madison Builders Association Who Subscribes to This CODE OF ETHICS



Members of the Home Builders Association of Madison, Wisconsin, believe and affirm that:



HOME OWNERSHIP CAN AND SHOULD BE WITHIN REACH OF EVERY AMERICAN FAMILY

AMERICAN HOMES SHOULD BE BUILT UNDER THE FREE AMERICAN ENTERPRISE SYSTEM

AMERICAN HOMES SHOULD BE WELL-DESIGNED, WELL-CONSTRUCTED AND WELL-LOCATED IN ATTRACTIVE COMMUNITIES, WITH EDUCATIONAL, RECREATIONAL, RELIGIOUS AND SHOPPING FACILITIES ACCESSIBLE TO ALL

To achieve these goals, we pledge allegiance to the following principles and policies:

Our paramount responsibility is to our customers, our community and our country.

Honesty is our guiding business policy.

High standards of health, safety and sanitation shall be built into every home.

The right to a fair return for goods and services shall be upheld and protected in our relations with labor and all other segments of the industry.

Members shall deal fairly with their respective employees, subcontractors, and suppliers.

As members of a progressive industry, we encourage research to develop new materials, new building techniques, new building equipment and improved methods of home financing, to the end that every home purchaser may get the greatest value possible for every dollar.

All sound legislative proposals affecting our industry and the people we serve shall have our united and vigorous support.

Members shall not obtain any business by means of fraudulent statements or by use of implications unwarranted by fact of reasonable probability.

It shall be unethical for any member to employ anyone who is currently employed by another member during times of any work stoppage caused by strikes or labor disputes.

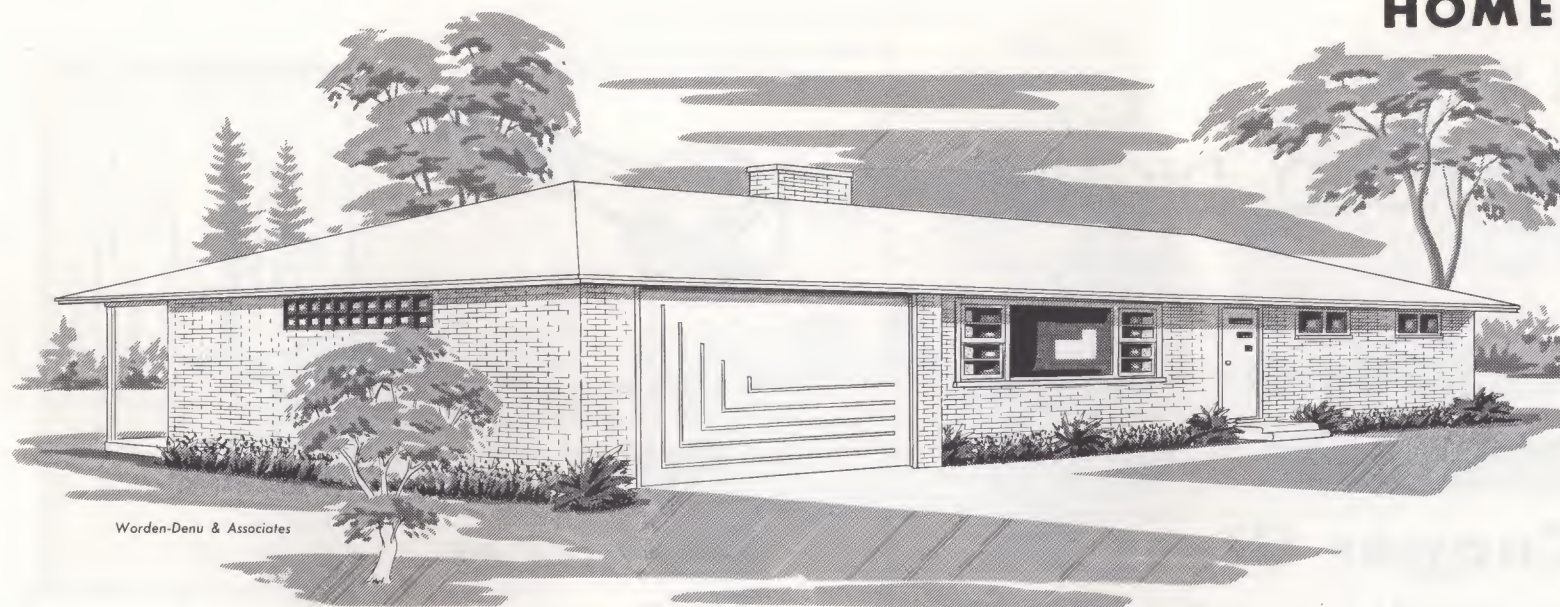
Members shall not perform, or cause to be performed, any act which would tend to reflect on, or bring into disrepute, any part of the home building industry.

We hold inviolate the free enterprise system and the American Way of Life. We pledge our support to our associates, our local, state and national associations and all related industries concerned with the preservations of legitimate rights and freedoms.



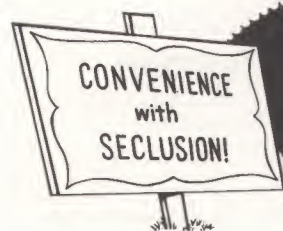
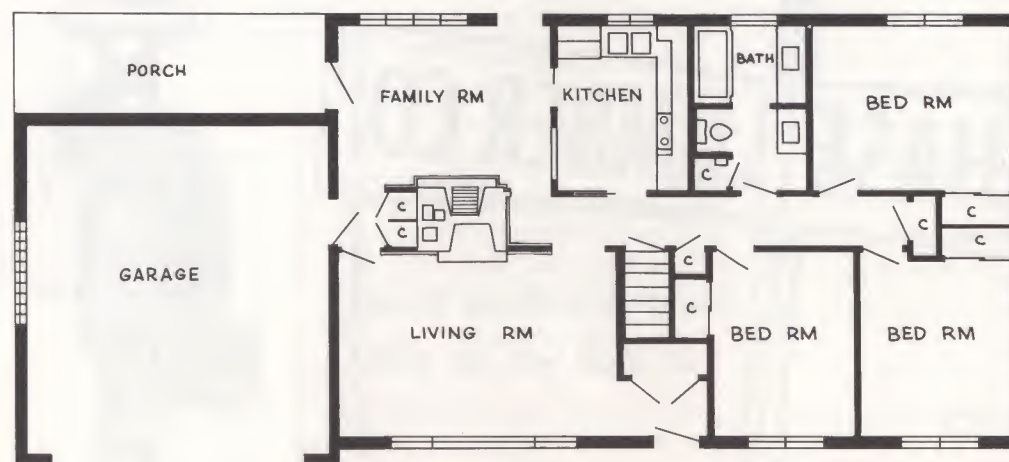
We assume these responsibilities freely and solemnly, mindful that they are part of our obligation as members of the Home Builders Association of Madison, Wisconsin.

HOME NO.



Worden-Denu & Associates

This fine ranch style brick home has used the latest developments in design and construction techniques to assure an efficient, well-built home of lasting quality. The plan was developed to make maximum use of storage and to shorten the housewife's steps. With two fireplaces, plus the charcoal grill in the family room it will provide an atmosphere of pleasant living. The room arrangement was planned to give adequate living space and maintain a feeling of warmth.



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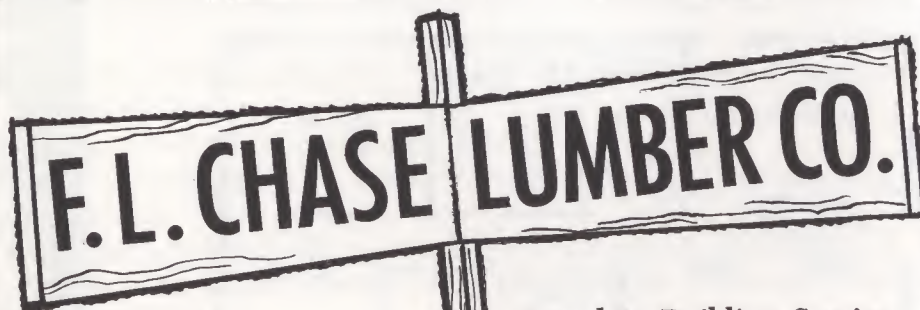
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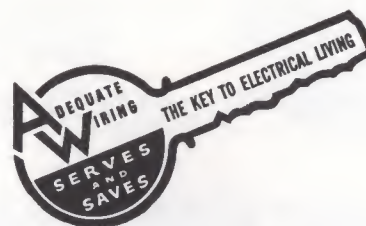


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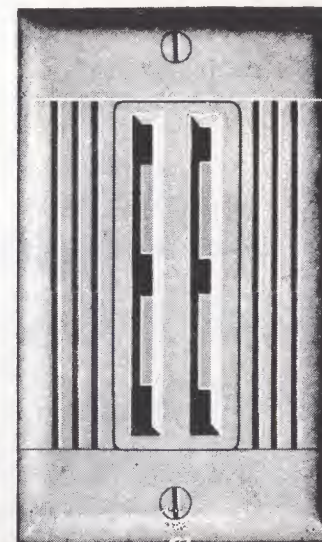
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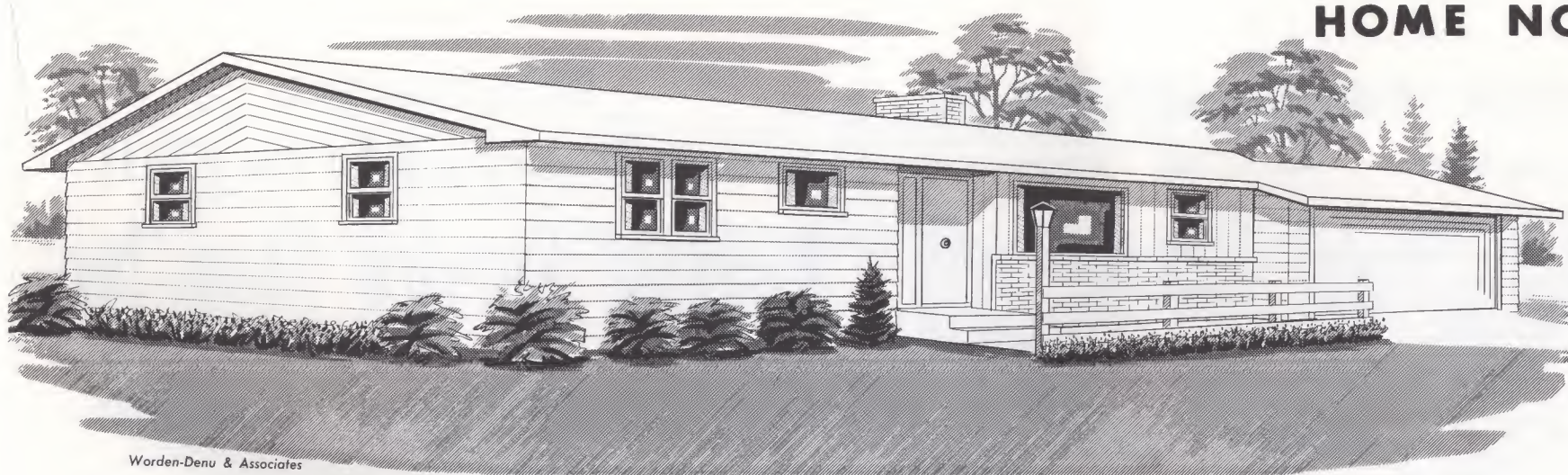
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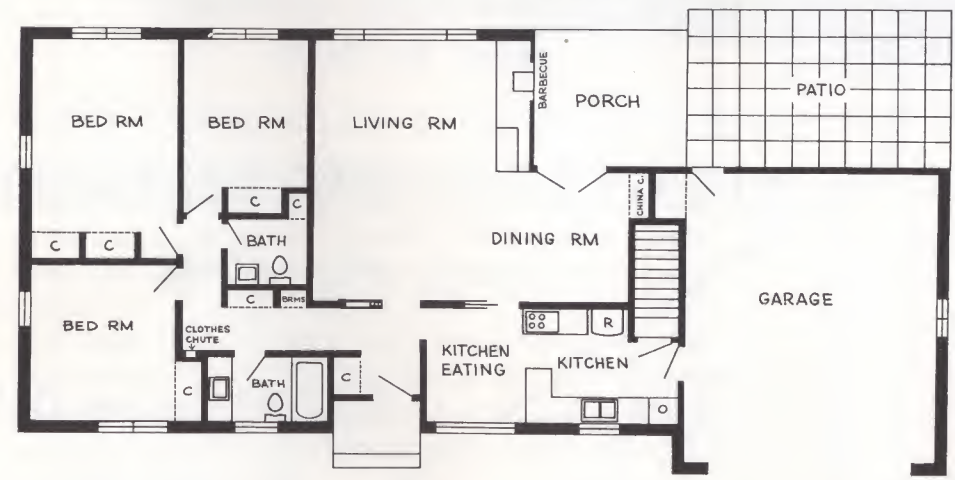
SIERRA ELECTRIC CORPORATION

1825 Fletcher St.
Chicago 13, Ill.

HOME NO.



Worden-Denu & Associates



If you're looking for bonus living space, this ranch home, efficiently designed by the builder, has it! The central hallway provides a perfect traffic pattern bypassing the living room and affording privacy to the bedroom wing. Included in the 1370 square feet are three roomy bedrooms, 1½ ceramic baths, a kitchen complete with dishwasher and other built-ins and large eating area, and a spacious living room with corner fireplace and dining-el with built-in china closet. French doors open onto the screened porch with its barbecue grill and adjacent to this is a large patio enclosed for privacy. The basement recreation area also has a fireplace.

This versatile plan can be expanded or cut down to suit your financial needs while retaining all its features. Four bedrooms and a family room can also be easily incorporated into this basic plan.



KEITH ANDERSON, Contractor and Builder, 23 Lathrop St. CE 8-1480

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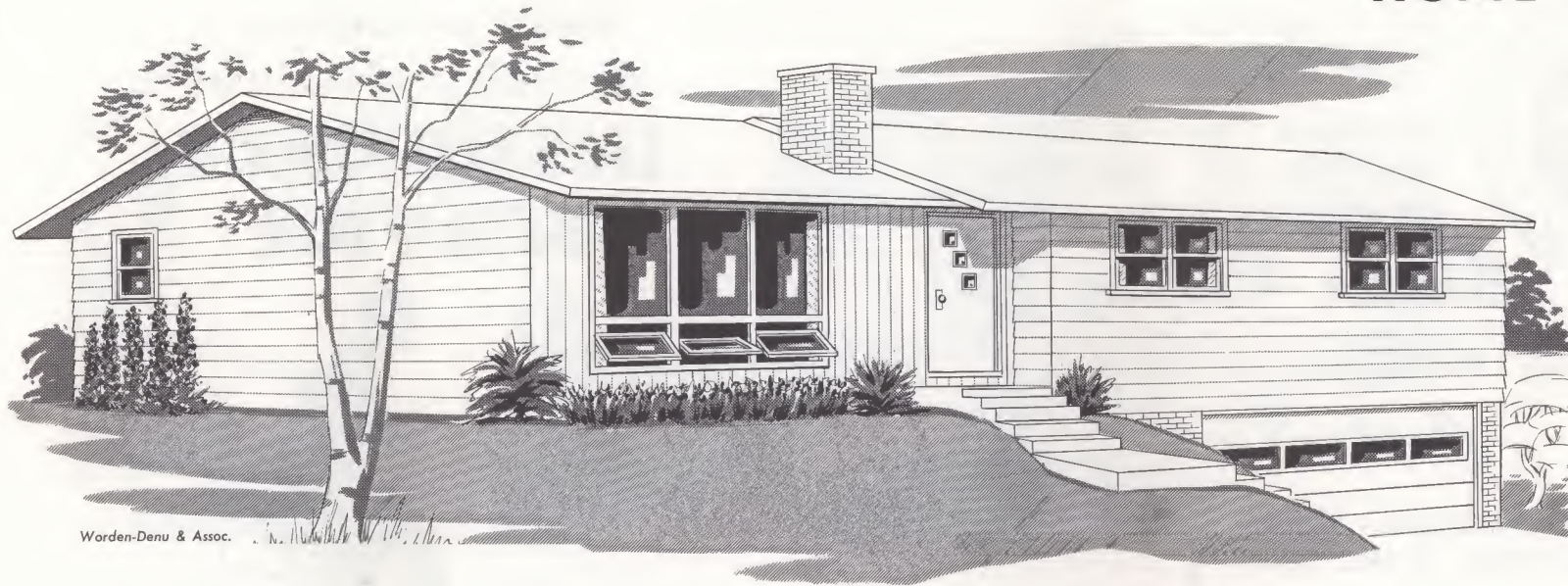
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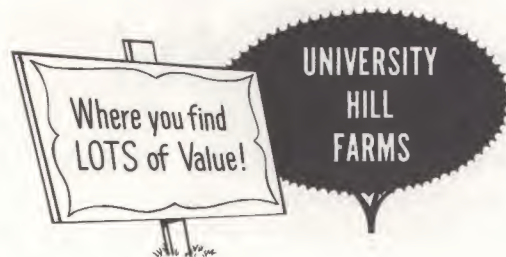
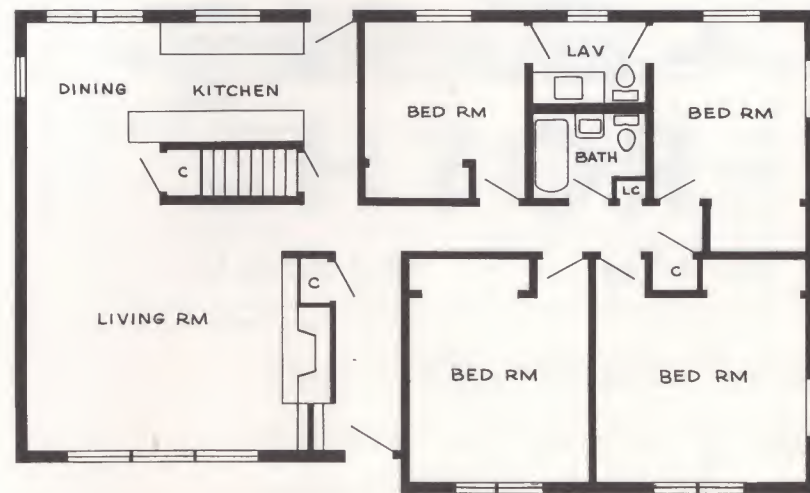
5-4511

Wolff Kubly Hirsig
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Worden-Denu & Assoc.

This custom-built four bedroom, bath and a half ranch home was designed for today's larger families, but costs less than many three bedroom homes. The central entry which leads to every room provides an excellent traffic flow and is separated from the living room by the floor to ceiling fireplace. The 22 foot kitchen provides a large dining area, efficient work space and is equipped with custom built cabinets, garbage disposal and vent fan. The two car basement garage is completely insulated and separated from the remaining basement area which includes a completely equipped laundry area and additional half bath.



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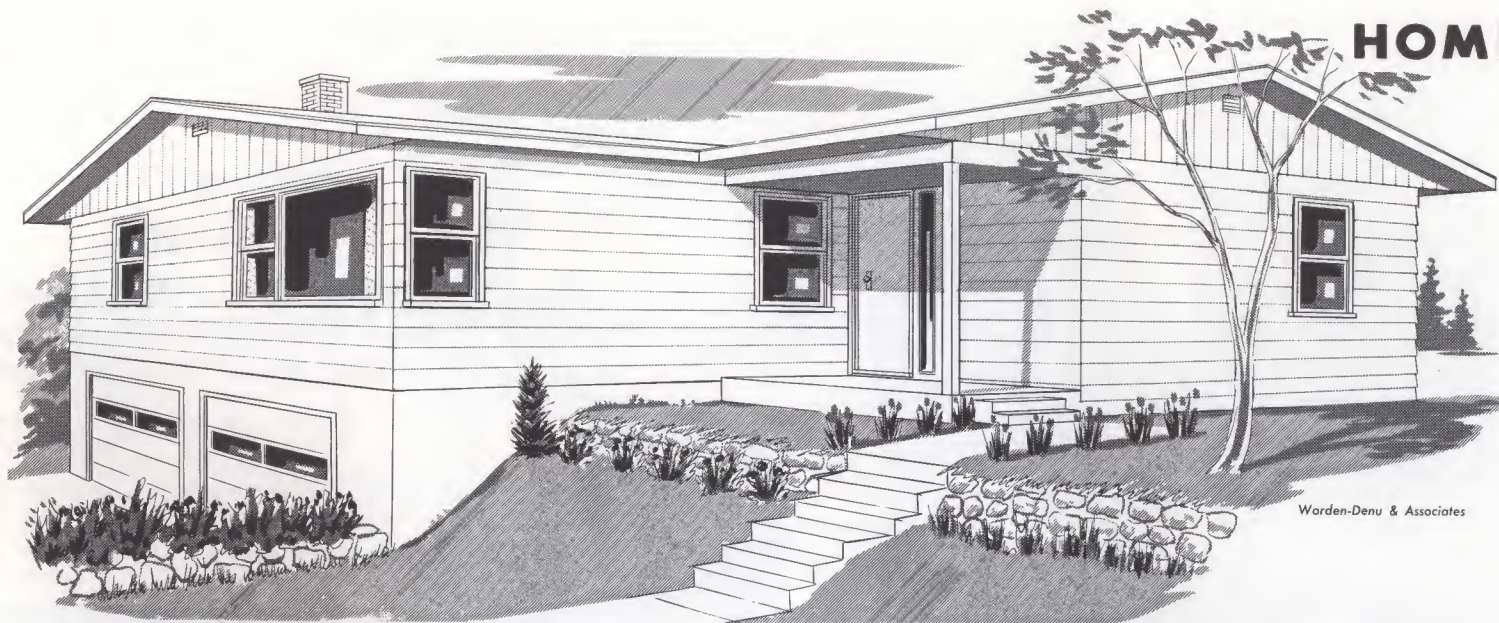
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105 Monona Ave.

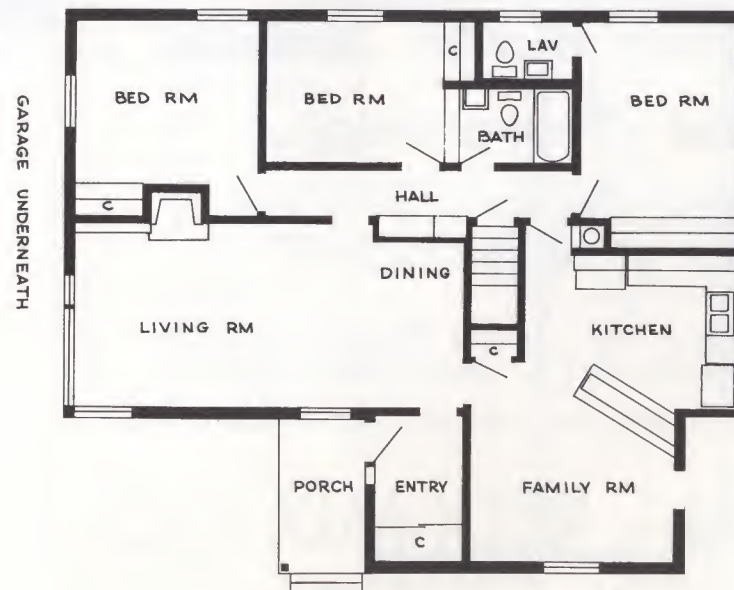
Madison, Wisconsin

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HOME NO.



This hillside ranch is designed for the utmost in comfortable family living. The six king-size closets, together with the large array of cabinets, make efficient storage of the family possessions an easy task for Mother. The children will enjoy the large family room adjacent to the kitchen. Father will revel in the luxury of the half bath off the master bedroom, as well as the double garage which has room for two cars, a boat, assorted bicycles, tools, etc. The entire family will enjoy the spacious living-dining room with its beautiful oak paneling and raised-hearth fireplace. Guests will envy the large entry vestibule with its six foot closet. The quality of design and construction makes this a home just right for your family living.



R. C. LEISER, Builder, 407 West Lakeview Ave. CH 9-1246



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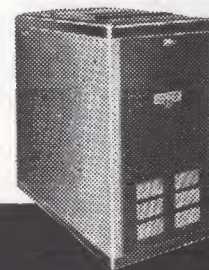
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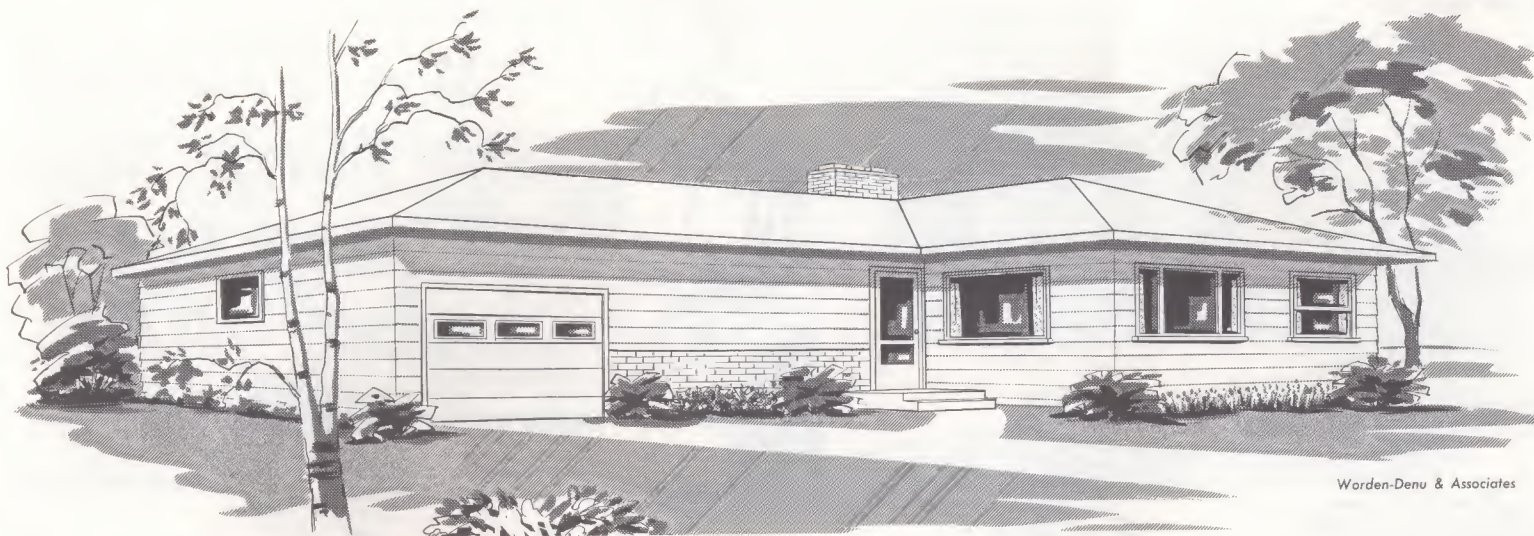
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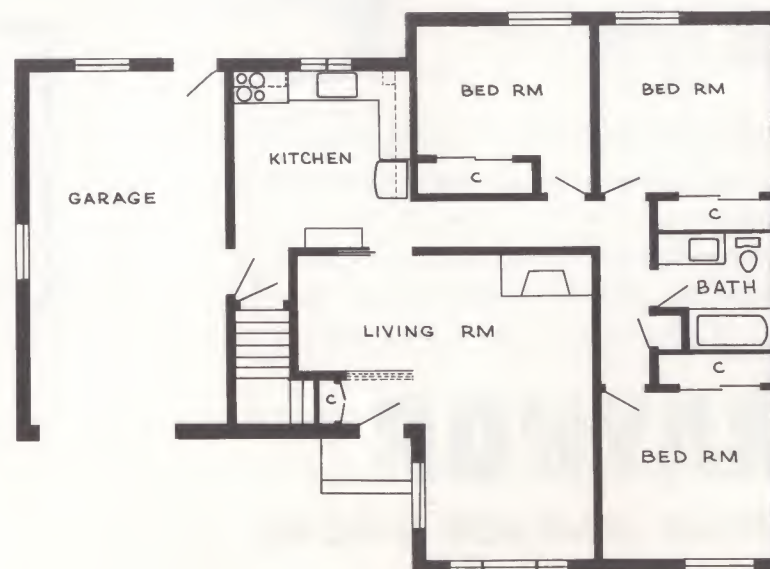
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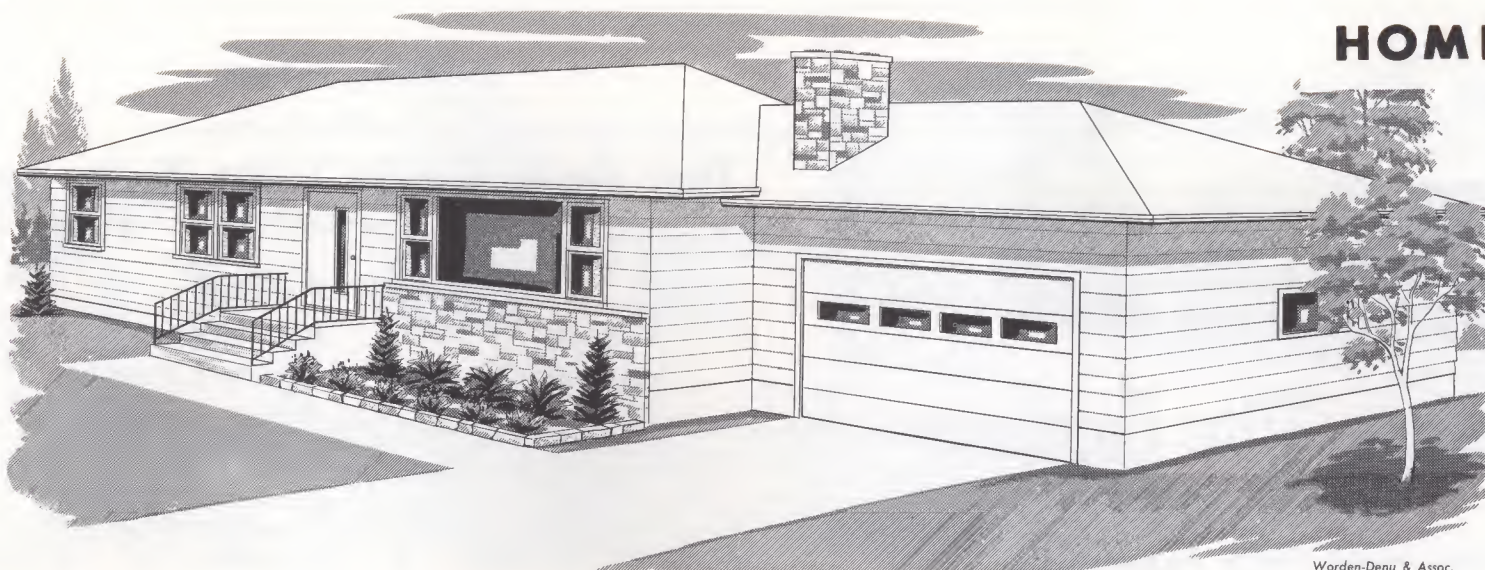
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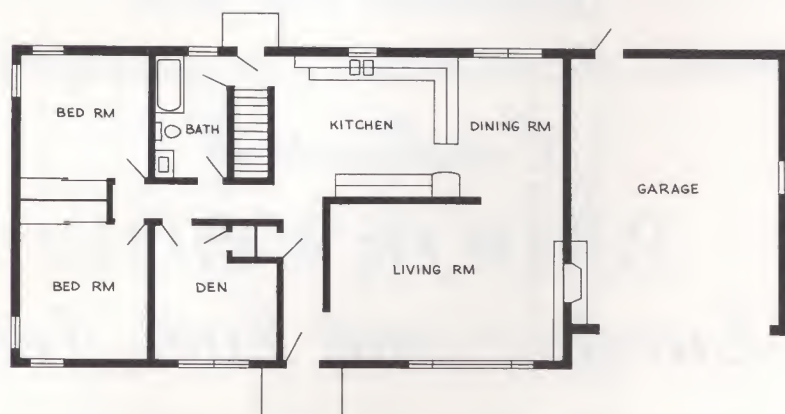
MIDLAND REALTY inc.

Alpine 6-2643

HOME NO.



Worden-Denu & Assoc.



This big "medium house" built by Charles E. Fry has all the size and livability you would desire in a medium-priced home. Convenient features are a built-in oven and range, central traffic plan, built-in wardrobe closets and two car garage. The oak paneling and two fireplaces add much beauty and charm. The beautiful Tennessee stone gives it the custom look many desire. We offer this home with the best in material and craftsmanship for your inspection in the 1957 Parade of Homes.

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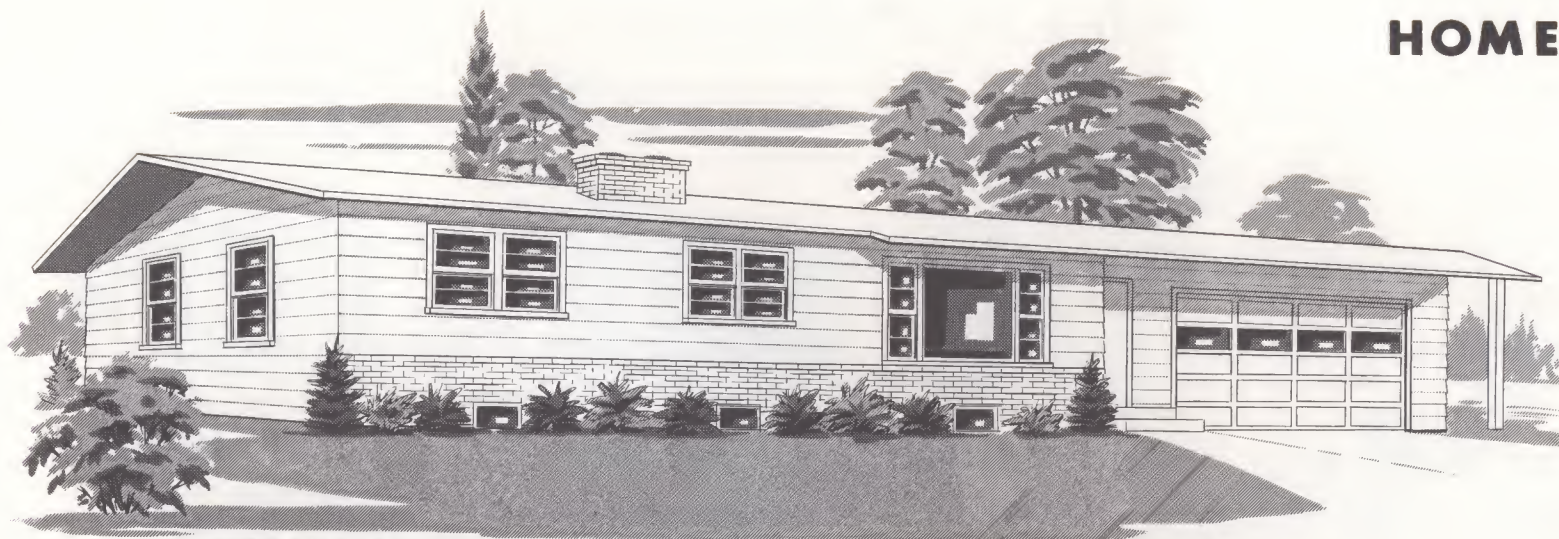
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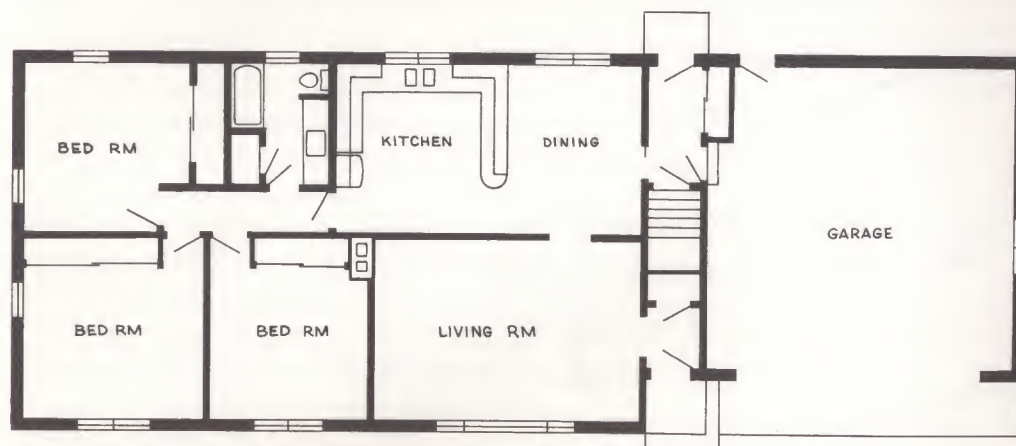
Our best wishes for another
Successful year to the
Madison Builders Assn!

*Call Alpine 7-1447 For All Your
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HOME NO.



Worden-Denu & Associates



This house has 1450 square feet of living area. Oak trim is featured throughout. There are three spacious bedrooms with extra large closets. The very large kitchen and dining room combination has a snack bar, built-in range, oven, disposal and ample cupboard space. The bath is ceramic tile and has a vanity. Why have wasted basement space? See the 700 square feet of finished basement with plastered acoustic ceiling, half bath and shower. The basement can easily be reached without going through the rest of the home. This home has a two car garage.



UNIVERSITY
HILL
FARMS

BLASER & KAMMER, Builders, Phone 68W Verona or 1625 Belleville

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Worden-Denu & Associates

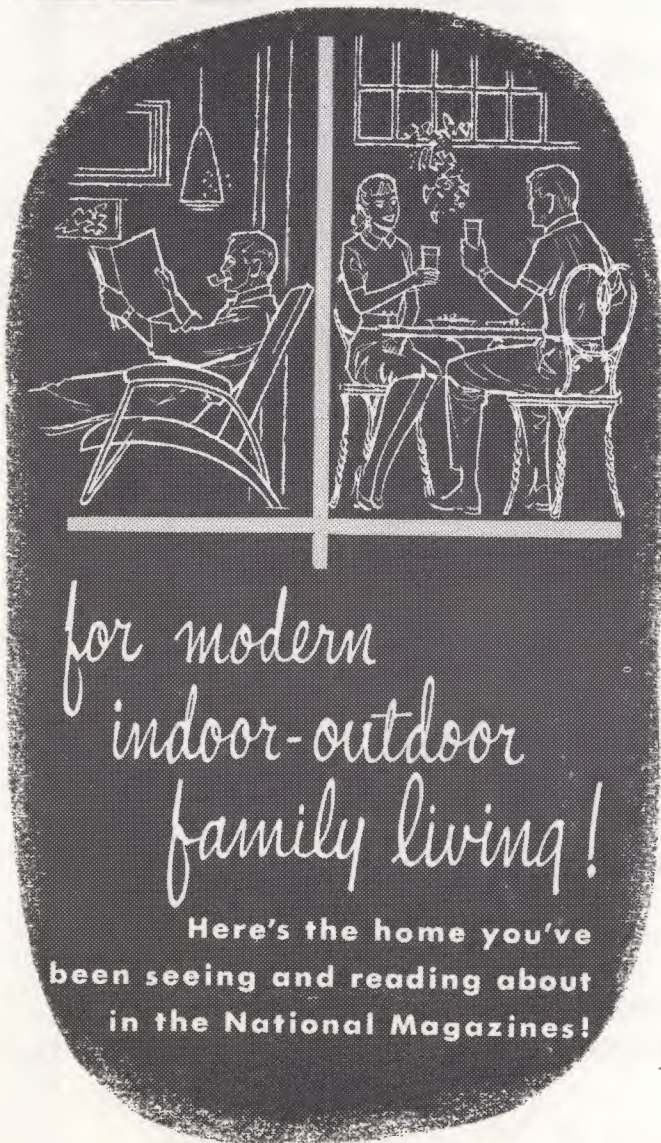
This "custom built" three bedroom split-level home features a large extended glass area in the living room, a separate dining room and three comfortable bedrooms. A plus feature is the large recreation and laundry area with lots of light and a separate outside entrance to the patio. The brick wall in the foyer which also houses the built-in refrigerator, the cathedral beamed ceiling in the living room, the plastic dropped ceiling in the kitchen and bath with indirect lighting, and the intercom system are a few of the special details that can be incorporated into any house custom built by Jack Emerson.



JACK EMERSON, Builder, 5405 Raymond Road CE 3-6787

m

MODULAR HOMES



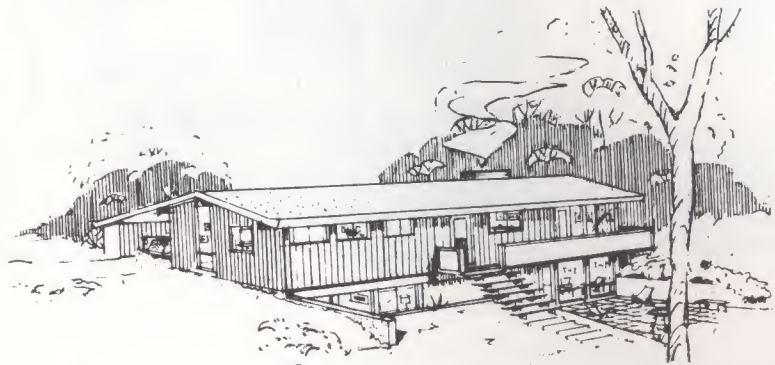
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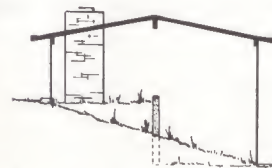
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. . . custom built from a choice of many models, hundreds of floor plans
and elevations to meet your individual needs and income.

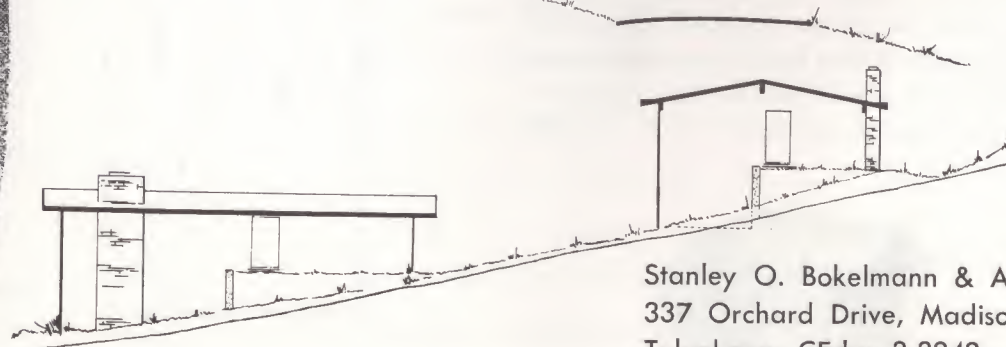


- 3 to 5 bedrooms
- 1 to 3½ tiled baths
- Basement or utility room
- Floor areas from 1168 to 5000 sq. ft.
- Deluxe automatic birch kitchens
- Family room
- Dining area
- Raised hearth fireplace
- Completely insulated
- Floor to ceiling picture windows
- Very generous closets
- Air conditioning optional



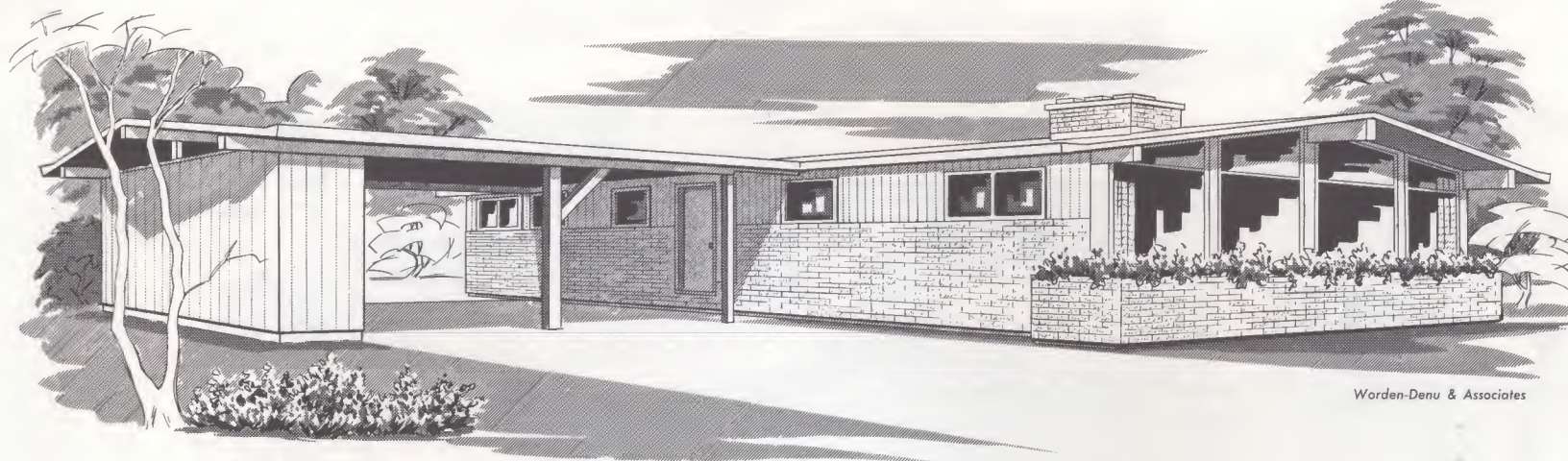
Amazingly Versatile!

Modular Homes may be oriented
to meet any site requirements.



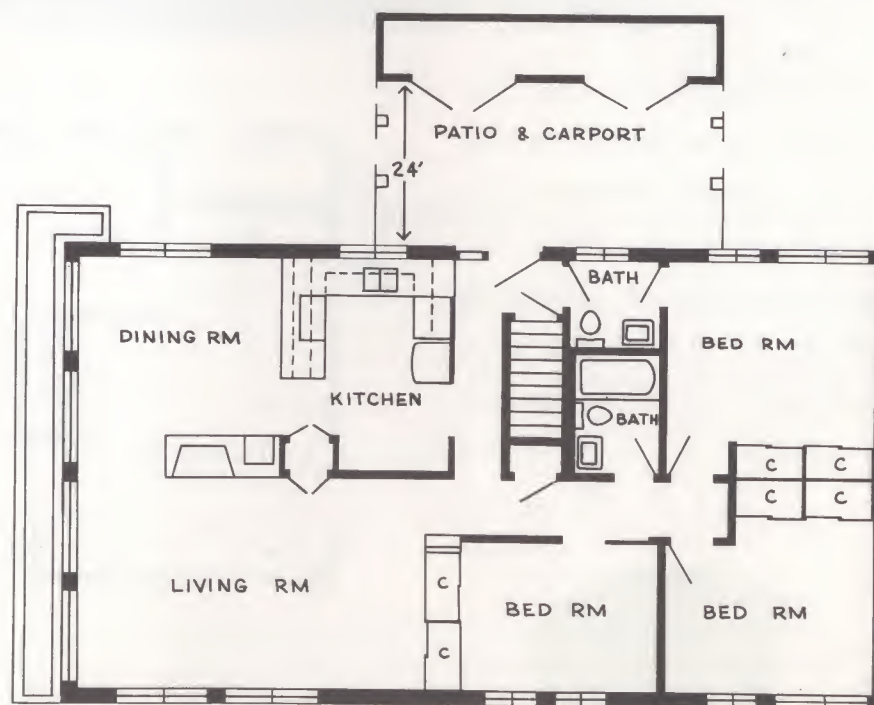
Stanley O. Bokelmann & Assoc.
337 Orchard Drive, Madison, Wisconsin
Telephone: CEdar 3-3242

We Build on Your Lot or Ours



Worden-Denu & Associates

This is a Modular Home, nationally recognized by **Better Homes and Gardens** and **House and Home** magazines for its flexibility, durability, and advanced design. The heart of the home is the efficient birch kitchen which features a table height snack bar and indirect lighting. Three airy bedrooms, bath and a half, spacious dining area, and living room with fireplace are all carefully planned. Materials used throughout are specified for long life and a minimum of maintenance. Sloping ceilings and clerestory windows give a feeling of space. This is tomorrow's home today.



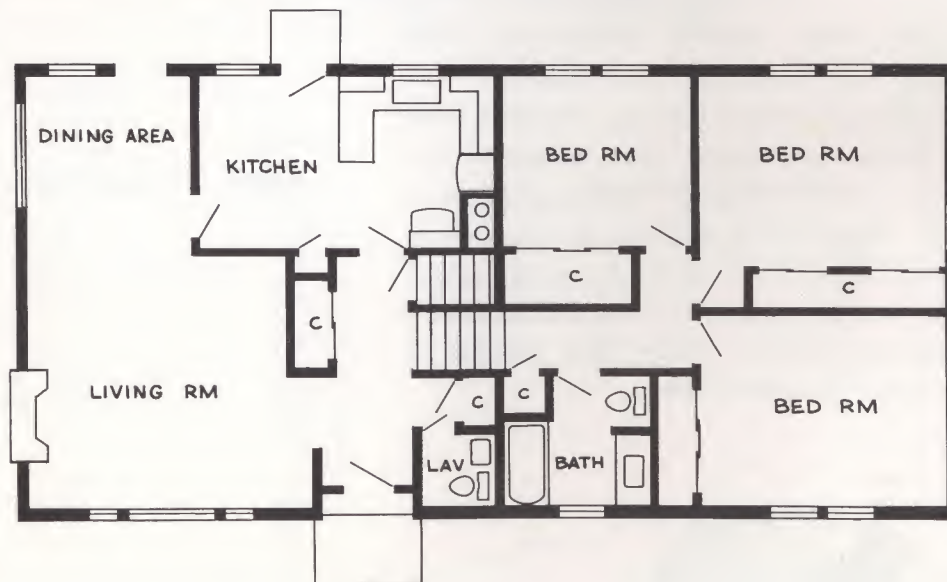
STANLEY O. BOKELMANN & ASSOC., 337 Orchard Drive CE 3-3242

HOME NO.

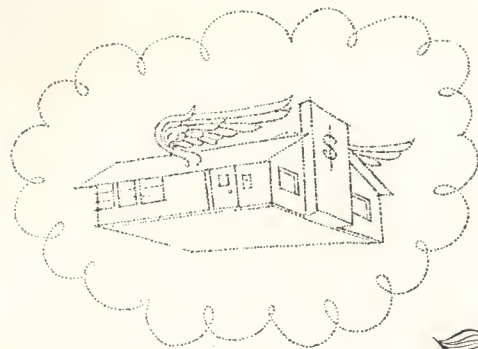


Worden-Denu & Associates

According to the old tried and true axiom, 'Actions speak louder than words,' You will find this truer than true when you visit our home and see for yourself why we are proud of our product. We will not use superfluous adjectives and glowing terms to describe it, but will be on hand at all times to personally answer all of your questions. Thank you for visiting us.



TOM MACKESY, Builder, 4729 Mineral Point Rd. CE 3-0164



A message to you who want to buy a home



Of course you want to live in a home of your own—every family does! Whether it's your first or your second or third (larger and better to meet needs of a growing family or to express standards of higher income)—a new home is at the top of every "most wanted" list.

That's because, to everyone, a home is security . . . a sound investment . . . an expression of personality . . . keystone of the family . . . a level of social standing . . . something that grows in value and satisfaction with each new year.

But to many people, recent headlines about "tight" mortgage money are disturbing. Don't believe them—the time for buying the home you want will never be better than it is today.

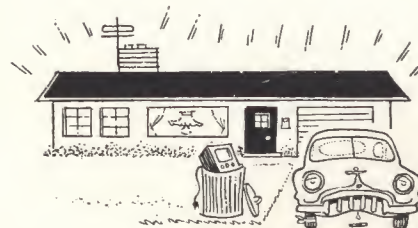
It's true. The money you spend for a home is the very best single investment you can make today.

Let's take a comparative look at the relative value picture on the three biggest items people have spent for since 1950:

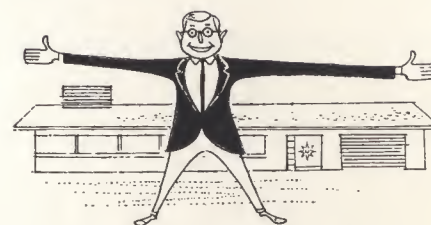
	HOME	AUTOMOBILE	TV SET
1950 Cost			
(average)	\$12,000	\$1,600	\$400
Worth Today	\$14,400	\$ 200	\$ 75

It's easy to see that a home is the *only* purchase you make that:

- (a) *Increases* in value.
- (b) Increases in *equity* (your ownership value) faster than the money value of your payments.
- (c) Can be easily and inexpensively kept from wearing out or becoming outmoded.
- (d) Will be your most valuable possession in the years ahead—especially at retirement age.
- (e) Gives you a substantial and sound financial reserve against possible emergencies.



... a home retains its value



... new homes are bigger, better

So what about today's home prices? Let's compare:

	HOME	AUTOMOBILE	TV SET
1957 Prices			
(average)	\$14,600	\$2,500	\$450
			(color)

All prices have gone up, of course. But wait a minute: the Bureau of Labor Statistics tells us that today's house includes 26% more living space—more than balancing the 22% increase in price—and it contains many more "better living" conveniences than the 1950 house.

By all means don't wait. *Now* is the best time to buy your home. As incomes go up, so do prices. But, in homes, *value* was never better than it is today . . .

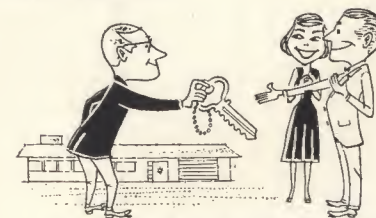
Rooms are larger, with more closet space and more convenient and pleasant facilities.

New building methods have helped builders give you more for less through efficient labor practices.

New land development techniques enable builders to avoid wastes of valuable land, and make attractive, appealing use of minimum acreage.

New materials and techniques make today's house better built, dollar for dollar, than at any other time in the building history!

Yes, your best investment is a new home *now*. It's your best value today—your best security tomorrow.



... best value today—security tomorrow



Color styling by Howard Ketcham, nationally famous color engineer

The Newest in BATHROOM LUXURY

Compatible color is one of the outstanding qualities of Briggs Beautyware. You will be proud of the smart fixture designs and gleaming fadeproof finishes. And every member of the family will enjoy the built-in comfort, convenience and safety features.

In every way, your choice of Briggs Beautyware will reflect your good taste and provide a real opportunity for fresh, new bathroom color-styling.

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